

H. G. HASTINGS & CO. 16 W. Mitchell St.
Bell Phones 3962 and 2568

City State

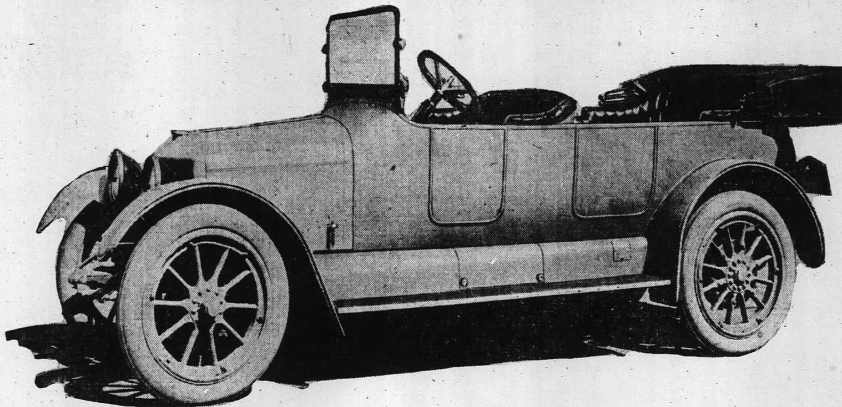
his report would be submitted by the
time—if not before.

WORK WHILE

YOU SLEEP

NO LIME"

The Premier-Weidely Six-Cylinder Car **Will Be Shown In Atlanta At The Georgian Terrace** **Hotel, Next Friday and Saturday, April 24th and 25th**



THIS ANNOUNCEMENT will be read with interest by hundreds of automobile owners and prospective purchasers of motor cars, and in announcing the Weidely motor a few of the most important features should be mentioned for the benefit of those who are not familiar with the wonderful advantages of this motor.

THE PREMIER-WEIDELY motor is absolutely the most wonderful motor in the automobile world today. It was the sensation of all the shows, and will be a revelation to all who have not had the opportunity of seeing this masterpiece, created by the master mind of George Weidely, the designer of PREMIER cars since their inception fourteen years ago.

THE PREMIER-WEIDELY motor, by its simplification of design, has eliminated **40 per cent** of needless moving parts---shows a wonderful increase in power with great saving of weight and consequent wear on tires---increases gasoline and oil efficiency fully 100 per cent---will cut gasoline and oil bills one-half, and is at least two years in advance of the industry.

THE PREMIER-WEIDELY 6-cylinder car is not a 1914 car or even a 1915 car---We believe we are entirely conservative and reasonable in putting it into the 1916 class---i. e., this car today is the type that other makers will be endeavoring to market two years hence.

IN OTHER WORDS THE PREMIER-WEIDELY 6 is the *superior* of any of the standard six-cylinder automobiles shown or sold in America today by giving everything in the way of power, speed, silent operation and reliability that any automobile can give **at an expenditure of 40 to 50 per cent less for gasoline and lubrication** and with less friction and wear on tires.

You May Prove Our Claim

Every claim here made can be proved by YOU. All that we ask is the opportunity---the car will be here, and demonstrations will be given.

Mr. George Weidely, the designer, and also Mr. H. O. Smith, President of the Premier Motor Manufacturing Company, will be present to give full information.

PREMIER SALES COMPANY

(BUSSEY & STEELE)

451 Peachtree Street

Phones: Ivy 5146 and Ivy 5147

AMERICAN POLOISTS
PREDICT VICTORYShowing of Team in Practice
Matches Makes Every One
Confident.

New York, April 18.—After watching practice games at Lakewood, N. J., American poloists are confident that the Westchester cup will remain in this country. Several even wagers have been made that the American four would win the international series in June, two best out of three. A year ago on the eve of the international match English poloists laid odds of 2 to 1 against the Americans.

With three members of the "big four"—M. and Lawrence Waterbury, and Devereux Milburn—in this year's matches, American poloists feel safe in predicting another victory over the English team do not rank with the players of last year, according to close followers of the game.

The one handicap of the American team lies in its new member. At the present time Rene La Montagne and Malcolm Stevenson are the men most favored to take H. P. Whitney's place. Both have shown excellent form in practice.

Grammar League Games

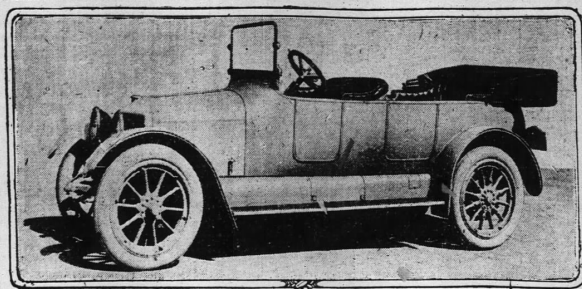
THURSDAY'S RESULTS.

SOUTH SIDE.
Walker won.
By the score of 2 to 0 Walker defeated Fraser. Thursday afternoon in a barely contested game.
Score by innings: R. H. E.
Walker . . . 02 110 0-1 3 0
Fraser . . . 000 041 2-5 5 1
Batteries—Fraser and Thomson Long and Self.

NORTH SIDE.
Edgewood defeated Boulevard.
Edgewood experienced little difficulty in winning from Boulevard Thursday by the count of 10 to 2.
Score by innings: R. H. E.
Edgewood . . . 010 100 0-2 6 7
Boulevard . . . 121 201 2-10 9 3
Batteries—Bailey and McLaughlin; Sprules and Terry.

Tenth Won Easily.
Tenth won out easily in their game with Ivy Thursday, by the score of 10 to 2.
Score by innings: R. H. E.
Tenth . . . 112 20-10 5 3
Ivy . . . 010 01-2 4 8
Batteries—Newman and Jordan; Horace and Martin.

Here Is the Much-Talked-Of Premier Weidely Car



The above is a photograph of the new Premier Weidely car, which will be shown in Atlanta next Friday and Saturday, April 24 and 25, at the Georgian Terrace hotel. The show or display of this car is being held primarily for the dealers representing the Premier car in the southeastern states, but at the same time all those interested in automobiles will have their first opportunity to examine this car and motor, as a complete car carrying the Weidely motor will be shown and

demonstrations will be given to those interested. This motor, which will be used by the Premier exclusively, was the sensation of all the shows in which it was exhibited, owing to its simplified construction and few parts. Great claims are being made by the manufacturers in reference to economy and simplicity. It is claimed that this motor can be operated from 40 to 50 per cent less than other six-cylinder cars on gasoline and oil consumption. There is no doubt but that the Weidely motor has created more talk in the automobile industry since the New

York automobile show than any other one advancement made in the industry in several years. George Weidely, designer of the motor and the designer of all Premier cars since their first introduction in 1900, will be present at the display, as will H. O. Smith, president of the Premier factory, which will give additional interest, as all visitors will have the opportunity of not only examining the car, but of also talking with the two men who are in a position to give interesting details in reference to the development of this motor.

Grammar League Results

Some very good games were played by the local Grammar league Friday afternoon, the score in nearly every case being very close.

On the north side, the winners were Edgewood, Oakland and Boulevard, while the losers were Ivy, Tenth and Davis. The Oakland-Tenth game was very close, Oakland finally winning by the narrow margin of one point.

Here are the scores:
Score by innings: R. H. E.
Edgewood . . . 000 110 00-2 7 1
Tenth . . . 009 010 00-1 4 0
Batteries—McLaughlin and Baker; Morris and Jordan.
Score by innings: R. H. E.
Ivy . . . 013 00-1 2 3
Edgewood . . . 101 00-1 2 8
Batteries—Evins and Martin; John-

son and Terry.
Score by innings: R. H. E.
Davis . . . 040 022 3-10 12
Boulevard . . . 012 216 2-15 9 14
Batteries—Bardale and Jenkins; McLaughlin and Boyce.

South side winners were Hill, Formwalt and Peoples, while Battle Hill, Fraser and Walker were the losers.

Here are the scores:
Score by innings: R. H. E.
Battle Hill . . . 000 010 20-2 3
Hill . . . 201 003 05-12 14 0
Batteries—Pefferoy and Galmard; Winburn and Green.
Score by innings: R. H. E.
Formwalt . . . 402 000 6-12 14 3
Walker . . . 001 200 0-7 8 2
Batteries—Wallace and Wilhelm; Long and Self.

Score by innings: R. H. E.
Peoples . . . 001 001-8 9 9
Fraser . . . 002 000-3 4 6
Batteries—Owenby and Kemp; Jones and Smith.

GOULD AND HUHN
DEFEND TITLES

Boston, April 18.—Jay Gould and W. H. T. Huhn, of Philadelphia, successfully defended their title of national court tennis doubles champions today by defeating George R. Fearing, Jr., and C. T. Russell, of this city, in the final match of the championship contest at the Tennis and Racquet club. They won in straight sets, 6-5, 6-5, 6-4.

Farmers' Meeting.

Pelham, Ga., April 18.—(Special.)—An interesting farmers' meeting was held at Mount Zion school, four miles east of Camilla, today. About 400 were present. Speeches were made by County Farm Demonstrator Agent Rountree, Judge J. A. Bush and County School Superintendent B. W. Davis. A basket dinner was served at noon.

ILLINOIS RELAY TEAM
SHOWS SPLENDID FORM

Des Moines, Iowa, April 18.—The University of Illinois won major honors at the Drake relay meet today, and demonstrated in winning the two-mile event in eight minutes flat that its team would be a factor in the race at the University of Pennsylvania's relay meet next Saturday.

The Illinois quartet equaled the Pennsylvania record made by Michigan's two-mile team last year—and their one-mile squad won its event.

The University of Chicago team won the half-mile relay, breaking the Drake record of 1:31.3-5 made in 1910 by Illinois. The Maroon team covered the 440 yards in 1:21.

The fourth of the university events, the four-mile run, was taken by Wisconsin's team in 19:53.5-4, with Illinois second.

ANNUAL HORSE SALE

OF
Grissim, Thomson & Taylor
LEBANON, TENNESSEE

Begins Tuesday, April 21, 1914, and continues four days. "Conceded to be the largest of any sale of its kind in the entire state. Three hundred and fifty high-class horses, consisting of Southern and Eastern Saddle, Road Horses, Combined Horses and Teams. Best arranged auction barn in the state. Eight daily trains.

If you want a horse or a carload of horses, this is the time and the place.

Grissim, Thomson & Taylor, Lebanon, Tennessee



Get the Personal Touch

The greater part of our 1914 product has already been sold—and the year is young. And in our entire advertising campaign, not a word was said about the quality of the car.

We merely asked the public to get in it, drive it and judge its quality for themselves. Bombast and adjectives were absent. We rested our case wholly with the intelligence of the people. The result speaks for itself.

Advertising as a rule seeks to excite and overwhelm. It assumes that the public is utterly ignorant. It allows the reader no right to think, but raves and rants about superiority, perfection and infallibility. Two hundred makers of cars declare their cars the best. How ridiculous!

So-called advertising experts declared positively that our advertising campaign would prove a decided failure. They said that we should have done the people's thinking for them—that we should have described the car, printed the prices in black figures, filled the spaces with mechanical details and claimed the earth. Of course that's what most advertising does.

Yet no real sensible man buys an automobile without looking at it and riding in it. We figured that it was better to invite the people to look at our car in a rational way than to rush them down the row with tempestuous advertising. We figured that if we admitted the public's intelligence and common sense and asked the privilege of personal demonstration, the car would sell itself—if worthy. If it wasn't worthy, nothing would sell it.

To try to rush the sale of an automobile with breathless advertising is to arouse suspicion that you have something to conceal, and that you don't want the "prospects" to look too long or too closely. To ask prospects to come and look at the car, ride in it, drive it and do their own thinking, is to prove that you have something worth buying. You show your own confidence in its quality.

We believe that this is the only automobile concern in the world that has ever admitted publicly that the public has any sense. All other automobile advertising has flatly said: "What do you know about automobiles? Read this and buy something else at your peril."

Yet the American and Canadian public has actually thanked us for our invitation to "Get the Personal Touch" and the Mitchell car has sold itself on its merits. This is the greatest tribute that has ever been paid to an automobile. The thousands of men and women who have bought our 1914 car, went to see it without previous knowledge of its style, appearance or construction. They rode in it, drove it themselves and tested it in their own way. Our salesmen didn't even ask—or expect—to ride with them.

The advertising gave them no information—not even the prices. There wasn't one solitary inducement or lure. There was absolutely nothing in the advertisements to excite admiration or curiosity. The chatter of salesmen was conspicuous by its absence.

The car did its own talking. It proved itself and it sold itself, and every person who bought it is going to enjoy the possession of it every hour he is in it. While we made no promises, no claims, and offered no guarantees or service, naturally these are pre-supposed when you buy from a concern that has the proud record of

Eighty years of faithful service to the American Public

Here is the Equipment for all the Mitchell Models Which is Included in the List Prices:
Electric self-starter and generator—electric lights—electric horn—electric magnetic exploring lamp—mobile top and dust cover—Tungsten valves—Jiffy quick-action side curtains—quick-action two-piece rain vision windshield—detachable rims with one extra—speedometer—double extra tire carrier—Bar bow holders—license plate bracket—pump, jack and complete set of first class tools.

Mitchell Motor Co.
Racine, Wis., U.S.A.

Manufacturers of Modern Four and Six-Cylinder Cars
MITCHELL MOTOR CO. OF ATLANTA
FACTORY BRANCH: 316-318 Peachtree Street, ATLANTA, GEORGIA

Willys Utility Truck

\$1350

(Chassis Only)

The first truck of this power and capacity to be sold below \$1500

Too much stress has been laid on the efficiency of the truck as an economic factor, and too little or no attention has been paid to the matter of initial costs. You have read a vast amount of comparative economic data in reference to the operation and application of trucks to your business—all of which was very fitting, proper and right. You have heard considerable about truck costs vs. horse costs. But so far, the simple subject of truck costs vs. truck costs has been ignored.

This is due to various reasons. The most prominent of which is the inability of most manufacturers to produce trucks on a large enough scale to effect any practical reduction in the retail selling price.

But this is exactly what we have done.

The Willys Utility truck is being manufactured in lots of ten thousand and this is what brings down the price. This is the largest production of trucks ever attempted.

It is the first really standardized truck the world has ever had.

It means that we have developed this truck to a point where it can be manufactured not only this year on a large scale, but year in and year out on a large scale.

The design, all of the individual parts, its methods of control, operation, etc., are staple. Every individual part in interchangeable. Standardizing a truck on this basis has made possible economies that have materially reduced the manufacturing costs, and, in turn, reduced the retail selling price to you.

This truck has a powerful thirty-five horsepower motor, which is controlled by our patented governor. It is impossible for the truck to be driven over eighteen miles an hour. It has a heavily reinforced pressed steel frame; both the front and rear axles are unusually rugged; it has a three-speed transmission—three forward and one reverse; it has 34x4 1/2 pneumatic tires on the front, and 36x3 1/2 solid tires on the rear. The distribution of weight is correctly solved.

We can supply bodies adaptable to any line of business.

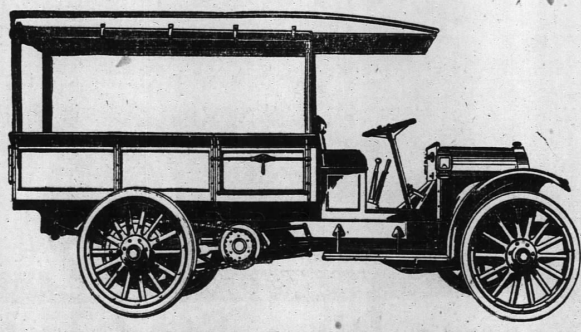
If you haul things you can use one or more of these Willys Utility trucks to advantage.

This is the lowest priced truck of this size, power and capacity that has ever been offered.

Look up our nearest dealer. If there is none near you, write us direct. Specifications, literature and all advice gratis.

Please Address Dept. 2

Atlanta Overland Southern Auto Co., Distributors
232 Peachtree Street



Auburn Wins Double Bill From Tulane University

Auburn, Ala., April 18.—(Special.)—In the most exciting game ever seen on the field, Auburn defeated Tulane in a double-header here today in the games Tulane presented that Auburn has gone against this year.

He kept the Auburn batters either popping up or lining drives right into the fielders' hands. Only twenty-nine safe hits were made by the visitors.

The only run of the game was scored by Auburn in the first when Harris was safe on a fielder's choice and scored on a wild throw to catch him off second.

Tulane threatened several times, but Auburn played very tight ball in pinches and headed off a squeeze in the ninth when it looked especially bad.

The second game was a free batting contest, as both pitchers weakened. Tulane scored one run in six of the first two innings. In the first of the fourth, Auburn tied up the score on a base on balls, two hits and the squeeze.

After this Auburn hit Gillie hard, and when Duggan was hit hard, he tightened up in the pinches and received sharp support. The game was by far the best exhibition put up by Auburn this season.

Score by innings: R. H. E.
Auburn..... 100 000 00—0 5
Tulane..... 000 000 000—0 5
Second game: R. H. E.
Auburn..... 100 242 0—9 2
Tulane..... 110 029 2—4 10 1

MAXWELL DEALERS WILL MEET REDDEN

General Sales Manager Will Be Given Luncheon Here on Tuesday.

C. P. Redden, sales manager of the Maxwell Motor company, of Detroit, Mich., who is making a trip through the southern territory, will be in Atlanta, Tuesday, April 21, and in order that Mr. Redden may have the pleasure of meeting all the Maxwell dealers in



the Atlanta territory, the local office has issued the following invitation: "Atlanta, April 19, 1914. "Dear Sir: Mr. C. P. Redden, general sales manager of the Maxwell Motor company, will visit Atlanta next Tuesday, April 21, and we are arranging a reunion of the Maxwell dealers in this territory, at Mr. Redden will have some very interesting and valuable information to give them.

"You are cordially invited to be our guest at a luncheon which will be given at 12:30 o'clock Tuesday, at the Ansley hotel, and we sincerely hope you will favor us by attending.

"General Sales Manager Redden will talk with you about what the Maxwell company is now doing and what they propose to do next season, for it has always been Mr. Redden's policy to ac-

quaint the dealers in every manner by giving him all the advance information and good news possible. Mr. Redden wishes to impart a few things first-hand to the company's dealers and we are taking this means of bringing the Maxwell family together.

"Come in, and if possible, bring all who are connected with your concern. Remember, the affair is strictly informal, and we will be glad to meet you, either at the Maxwell office, 141 Madison avenue, or at the Ansley hotel, where the luncheon will be held at 12:30 o'clock.

"Please acknowledge receipt of this letter, and let us know if you will be with us.

"MAXWELL MOTOR SALES CORP.

One of the most interesting features of the dealers' reunion will be the trip to the mammoth Maxwell factories by means of moving pictures. The pictures of the Maxwell Motor company, which are shown in all buildings, would form, perhaps, the largest automobile factory in the world under one roof.

The films were made by the "Essanay company," at a great expense, and are shown in the building every stage from the crude material to the shining finished car.

The southern dealers are very enthusiastic over the Maxwell cars, and are met with great success in the sale of that line during the present season, and many will no doubt avail themselves of the opportunity of meeting and talking with their sales manager, Mr. Redden.

SCRIBES' GOLF.

Two Semi-Final Matches Played—Finals Monday.

Two of the semi-final matches in the newspaper golf tournament, which is being played over the Capital City Country club, at Brookhaven, have been completed.

In the first flight, W. M. Bakerville defeated W. L. Harkness, 1 up, the match being squared at the conclusion of the seventeenth hole. Mr. Bakerville winning the eighteenth with a nice four.

In the second flight, Dick Jamison won from P. T. Harbour by default.

Archie Lee plays Tillou Forbes in the other semi-final match in the first flight, and O. B. Keeler plays W. S. Farnsworth in the other semi-final match in the second flight.

The finals in each flight will be played Monday.

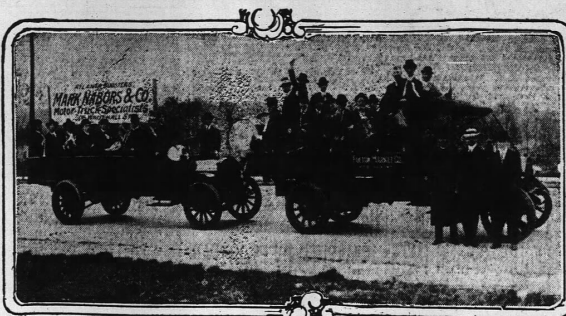
The winner of the first flight will receive the handsome silver loving cup given by Colonel W. R. Gentry, of the Southern Bell Telephone and Telegraph company. The runner-up will receive a silver loving cup, a silver vase, a silver vase, a silver vase, and a bronze given by Parker-Chambers-Hardwick company.

The ivory-faced brassie given by Mr. McKnight, golf professional of the Capital City Country club, for the lowest net medal score.

Forbes, with a net 30, a gross of 53.

NAVY 461-2. Johns Hopkins 411-2. Annapolis, Md. April 18.—Navy's flag and track team today defeated Johns Hopkins university, 461-2 to 411-2.

Fulton Market Uses Federal Trucks



The above shows the new Federal truck of Fulton Market company, and the Federal truck of Mark Nabors & Co. These trucks were used to carry a brass band to and from Atlanta's first baseball game.

JOHNSON'S DOGS ARE WELL TRAINED FOR RACE

Nome, Alaska, April 18.—The Siberian wolves, driven by John Johnson, which won the 412-mile all-Alaska sweepstakes dog team race of 1913, are remarkably well-conditioned finish here Friday night, are a credit to the Alaska working dog and the Siberian wolf. They have the agility and en-

duration of the wolf and the faithful intelligence of the Alaskan dog. They are light in color with a shaggy coat. Johnson's dogs are carefully selected, the driver making annual trips to the east coast of Siberia to obtain material for his team.

He trains his team by constant work on the trail, making long trips to camps in the country surrounding Nome and watches the work of the animals

even more closely than a jockey watches his mount.

Although this is the first time Johnson has won a sweepstakes race since his team set the record four years ago, he has always been considered a dangerous competitor. Three years ago he was beaten by Scotty Allan, after he was stricken with snow blindness. Two years ago he was unable to drive, being snowed out on the Siberian shore where he had gone in the early fall.

to obtain fresh dogs, and last year he finished second.

When Johnson left Solomon, 12 miles from the goal, shortly after noon, notice was posted that he would arrive at 6 o'clock and every man, woman and child in the camp gathered to welcome the winner.

Johnson's time, 31 hours and 3 minutes, was nearly 7 hours slower than the record set by himself in 1910, when he drove over the course in 74 hours 14 minutes and 30 seconds. The races were handicapped this year by stormy weather.

The cold virtually put Allan and Ayre out of the running, the teams of both drivers becoming lame from frost-nipped feet.

ROSE PURITY

There is just ONE Whiskey

PURITY

4 Full Quarts \$4, Express Prepaid

A golden-mellow brand, so smooth and pure—for half a century has stood the test of time.

BIG FREE OFFER With order sent in on attached coupon or before May 15th, for 4 quarts or more of Purity, we will pack free one pint of delicious Apricot Liqueur, made from selected fruit, ripened on the trees of sunny California. You must use this Coupon.

R. M. ROSE CO.
R. M. ROSE CO.
Jacksonville, Fla.

D-COUPON—This offer expires May 15th

ROSE: Please ship the following:

Name _____

Express Office _____

Post Office _____

R. F. D. or St. _____ State _____

How much should an automobile weigh?

Suppose that railroads should offer you as an inducement to trust your life in their hands, the argument that the weight of their rolling stock had been reduced to the lowest notch.

Suppose in the locomotive, they make the boiler wall so thin and so light that it will barely withstand the normal pressure for a limited time.

Suppose they make the trucks, the wheels, and the axles barely strong enough to support the engine under the most favorable conditions.

Suppose they make the connecting rods barely strong enough to turn the wheels.

Then, going back to the cars, suppose they make the trucks, the wheels and the axles no stronger than just enough to carry them a few thousand miles.

Suppose they make the frame barely strong enough to support the body of the car.

Suppose they make the body barely strong enough to hold together.

Suppose they reduce the weight of every vital part to the lowest point—

Would you trust your life in the hands of a railroad which offered you such inducements?

Safety demands strength.
Strength demands material.
Material means weight.

If these be true, then—

Absence of weight must mean absence of material.
Absence of material must mean absence of strength.
Absence of strength must mean absence of safety.

These things apply, whether you have in mind railroads or automobiles.

How much is your safety worth?
Cadillac materials are selected for their adaptability and fitness for the functions and duties which they must perform.

The designs of the various parts are adopted only after they have proven themselves to embody liberal factors of safety.

The Cadillac car will appeal to you because of its strength and its security, rather than upon the basis of lightness.

The Cadillac will appeal to you for its comfort as the luxurious Pullman appeals to you in contrast with the light weight, flimsy coach.

The Cadillac will appeal to you for its smoothness and steadiness in running, as the majestic liner is in contrast with the light weight barque in a choppy sea.

The Cadillac will appeal to you because of its sturdiness and its endurance, rather than upon the basis of fragility and impermanence.

Because of its strength, because of its enduring qualities, the Cadillac is an economical car to own and to operate, day-in-and-day-out and year-in-and-year-out.

The Cadillac is economical in fuel.

Hundreds of 1914 Cadillac users are averaging from 15 to 18 miles per gallon of gasoline in every-day service.

Special test runs have been made showing more than 22 miles per gallon, but this cannot be taken as a criterion for the average user.

In the recent test by the Royal Automobile Club of Great Britain, which won for the Cadillac the Dewar Trophy, the 1914 car averaged 17.17 miles per gallon for 1000 miles over give-and-take roads—in spite of frequent stops and starts in testing the electrical cranking device.

It consumed less than one gallon of lubricating oil in traveling the 1000 miles.

Hundreds of users are averaging more than 5000 miles on tires. Some users are reporting from 6000 to 8000 miles and even more.

We believe that in tires, fuel and oil, the 1914 Cadillac will average more mileage than any car which approaches its efficiency.

Because of its standardization, because of the interchangeability of its parts, because of its sturdiness, because of its endurance, the Cadillac has been called "The Everlasting Car."

That this appellation is merited, we need but point to the 75,000 Cadillacs produced, all of which to the best of our knowledge are still doing duty, the oldest after eleven years of service—and many of them after having passed the 100,000 mile mark.

How much should an automobile weigh?

It should weigh enough to enable it successfully to perform the duties required of it.

It should weigh enough to enable it successfully to perform those duties day-in-and-day-out and year-in-and-year-out, at a minimum outlay for operation and maintenance,—performance and satisfaction considered,—and with a minimum depreciation in value after years of service.

THE VICTOR DR. WOOLLEY'S SANITARIUM

OPIMUM AND WHISKY and all impurities are enticely treated in our Sanitarium or at the home of the patient. Book of particulars free. Practice over 30 years. DR. B. W. WOOLLEY, RY. CO., No. 2-4, Victor Sanitarium, 251 Whitehall St. and Atl., Atlanta, Ga.



ACCESSORIES, SUPPLIES, ETC.

A representative list of dealers in gasoline, steam, electric automobiles, supplies, accessories, etc., that contribute toward making Atlanta the center of the automobile industry for the South.

No other southern city can offer the purchaser the representation or range of selection as Atlanta.



Accessories, Supplies, Etc.

Ajax Tires GUARANTEED 5,000 MILES. AJAX GRID RUBBER CO. Atlanta branch, 43 Auburn avenue. Phone 174 1853.

AUTOMOBILE DIRECTORY

FORD "THE UNIVERSAL CAR" PREMIER SALES COMPANY Premier and Ford Cars Phone 174 633. 451 Peachtree St.

PREMIER "AMERICA'S GREATEST TOURING CAR" PREMIER SALES COMPANY Premier and Ford Cars. Phone 174 633. 451 Peachtree St.

228 Peachtree Street
Atlanta, Ga.

Steinhauer & Wight

451 Second Street
Macon, Ga.

FORTY PAIRS OF BASEBALL TICKETS FREE!!

Come along, Fans, and show your speed.

The Constitution will send eighty of you to the Memphis-Atlanta game a week from tomorrow free.

Forty pairs of tickets will be given away on the morning of the game.

To find out which forty of you will get the seats all hands must assemble from the scattered pieces of players' photographs in the ads on this page the best set of Cracker players.

There are nine Crackers' pictures in the ads below. Cut out of the ads the

pieces of the faces, piece them together and hurry the results to this office tomorrow.

Your entries must be in this office by 6 o'clock tomorrow evening.

Your work must be neat and your name and address plainly written.

The names of the winners will be found one week from today in a similar page in The Sunday Constitution and winners will get their tickets on the day of the game.

Come along, Fans, and show your speed.

STRIKE OUT

— TO —

38½ W. Alabama Street

When you want **PRINTING** of the **BETTER KIND**. Anything from the tiniest card to the largest publication or catalogue.

PHONE M. 2045.

WEBB & VARY CO.
Printers and Publishers

Chas. J. Cofer & Bros.

Men's Furnishings

TAILORING

Barber Shop Baths Pressing

Come to See Us. We Are Now
Ready to Serve You

Next to Third National Bank
20 Marietta Street

Have An Abundance of Spring Flowers

Make your garden, lawn and flower boxes beautiful with the seeds of the season. Our years of experience are at your disposal, and we can offer you the very best of seeds for the garden or flower bed. Now's the time. Don't delay—plant at once. With poorly selected seeds you only get minimum results. Our seeds, bulbs and plants are all carefully grown, tended and selected—consequently a purchase here means that you thoroughly protect yourself and derive the very best results.

J. C. McMillan Jr. Seed Co.
23 South Broad Street
Phones Main 940, Atlanta 912

\$10--SOUVENIR BILLS--\$10 GIVEN AWAY!

But good as Cash on purchases at our store.
Come in and get yours.

CHAS. S. ROBISON
FURNITURE CO.

25-27 East Hunter Street
53-55 South Pryor Street

IF YOU NEED MONEY CALL ON ME

I Lend Money on Diamonds and Automobiles
All Business Strictly Confidential
PRIVATE OFFICE FOR LADIES

HARRY MAY

PHONE MAIN 2805
25½ WHITEHALL STREET

WM. H. ABBOTT
Candidate for
Tax Receiver
for
Fulton County
Subject to White Primary
May 5

The office belongs to the
people and their will should
be respected

Your Vote and Support
will be appreciated

Scherrer's Lunch

The Popular Price
Up-to-Date Restaurant

ATLANTA, GA.: JACKSONVILLE, FLA.:
43 Peachtree St. 27 W. Bay St.
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Your vote on May 5 will
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The same businesslike
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Will Appreciate Your Vote and Influence
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The Voters of Fulton County
LISTEN TO REASON

I am asking for re-election on my past
record and reputation

"If I, as a public servant, have measured up to your
expectations and have merited your confidence, I ask you
to give me your indorsement by your vote. If you believe
I am efficient as an official and my experience is of value
to you, then it is within your province to retain me in
office. My record is known to you and speaks for itself."

SINCERELY,

A. P. STEWART

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We Decorate The Home—Interior and Exterior

The Most Exclusive Line of Wall
Paper In Atlanta to Select From
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The House o' Quality
107 North Pryor Street

home. She went off to school in the morning as usual and was not seen again by any one who knew her. She had had to cross a vacant lot on her way to school, and there was a stable where a lot of rather rosy men were employed on the edge of the lot. They were at once suspected, investigated, the police set on their track, the papers filled with accounts and descriptions and pictures of the missing girl. Her family was wild with anxiety, ugly threats were made to the men who were supposed to know the secret of her disappearance; in a less well regulated community there might have been lynchings at least rough handling.

And suddenly the girl was found. She had left home in a fit of pique, had taken a place as a nurse-girl in a neighboring town, where she apparently had no difficulty in securing acquaintance. Without references, with only the vaguest account to give herself, the mother of two young children had engaged this wanderer and put her in charge of the nursery. It would have been bad enough if the girl had been given the work of cooking or of other branches of the household, but to make her nurse, to confide to her the care of little children, seemed to me nothing short of madness.

When this sort of thing is possible why should the uneducated girl strive to better herself in any way? She knows she can always get a situation, whether she is competent or not, even if she has no references to declare her honest or decent.

I do not deny that there are many conscientious girls in service. Yet how many of them feel that they are not fitted to do the work for which they are engaged? They can do it, after their fashion, if the mistress of the house is a nurse and a mother, but to be satisfied, so much the worse for her—not for the maid, who can get another place without difficulty.

In all my experience as housekeeper, extending now over a period of more than half a century, I think I could number up

There would not be a shining success in the present conditions.

And still we cannot help feeling that there is a demand for improvement in our household forces. I speak as one on a platform because I have had an exceptionally fortunate in my domestic help and I have been able to do my own working method there as in other relations of life. This does not blind me to the fact that they cry out with me that the world is continually and continuously heard through and that they are not in a condition where housekeepers are gathered together lament over the shortcomings and sins of their maids is one of the chief causes of vexation upon which every woman has something to say. It is the crying out of society by the establishment of such homes as our Cornette suggests it seems a pity that it should not be met by some kind of action only but in cities and towns all over the country.

Those who wish to acquire thorough knowledge of the topic there are schools of domestic science in the various departments in colleges and elsewhere, but they are not attended by those who come to do our household work. They have not the money to spend on the tuition, they have not the time to devote to the course, and not the training of mind which would enable them to do the work intelligently. The women who take these courses do not come from them to their kitchens. They may study them in the morning and then enter fitted to run their own homes; they may follow them in the afternoon as amateur teachers in the same line as a means of self-support; they do not take the work in hand to do their own work or to domestic service in the houses of others.

There can be no doubt in our minds that there is not only room for such a study course as our Cornette suggests, but also a crying need for it. Unfortunately the people who feel the need are not the people who would do the work.

the bottom. A teaspoonful of cornstarch or "corn" of any kind, dissolved in water, even and then stirred, will prevent the salt from packing in the saltcraze.

There are two things to be remembered which if followed will always insure success. One is to stir in flour until the spoon stands in it. The other is to stir in the dough and let it stand overnight in a cold place. The dough will set almost like pie crust without mixing in any more flour.

POUNCEY MOLASSES COOKIES.—One cup molasses, one-third cup hot water, two tablespoons lard, one teaspoon each salt, soda and cream of tartar, one egg, one finger. Stir in flour until the spoon will stand in it, dough without falling over and leave the dough until it will place all itself. Do not roll thin or mix in more flour on the outward side the surface of the dough. Bake in ungreased cookies. Lay each cookie in a saucer of sugar and place in the baking pan sugar side up.

"POOR MAN'S SUGAR COOKIES."—One cup sugar, one cup sour milk or buttermilk, one cup lard, half a cup flour, one cup soda, one teaspoon vanilla; proceed with sugar and directions as in the preceding recipe. These cookies are really delicious and are varied by using different flavorings—raspberry seeds, coconut or raisins. Roll thin, as they rise up thick.

GOOD FINGERBREAD.—One cup molasses, half cup sugar, one cup flour, half cup lard, one teaspoon each soda and cream of tartar, half a cup butter and one egg, four tablespoons sugar. Bake in one cup sour milk, half teaspoon soda dissolved in the milk, two cups flour, level full two spoons, buttermilk, one cup sugar, one cup sour milk, half teaspoon soda dissolved in the milk, two cups flour, level full two spoons, one cup sugar, one cup flour, one teaspoon baking powder, one teaspoon vanilla, two level tablespoons cornstarch mixed with the flour. Roll thin, butter with the sugar, then turn in the milk and soda, but do not stir. Bake in a pan, then beat thoroughly. Bake in three layers.

FILLING.—One cup sugar, two tablespoons saturated cream, one cup flour, one cup, three tablespoons milk of water. Mix together, then heat until it boils, stirring constantly; remove from the fire, and add to the milk, beat well, and spread on the cake while quite warm.

I Indeed you may and you will find your welcome waiting for you! In these days of high prices and scarce goods, it is a real hold-a-against without going to too heavy expense in order to do it most gratefully received. Help me to help you, and I will try the recipes at once and report to you of their success. I will also send to my own list and I shall hope soon to find it.

Mrs. A. G. T., knocking at the office door.

CONCERNING HEALTH and BEAUTY

By MRS. HENRY SYMES

ARE YOU GUILTY?



Have You the Disgraceful Habit?

Are you guilty of what? Numerous things that a small to men, are entirely annoying to those about you. If you have annoying habits which you do not attempt to overcome, you are sure to take or through sheer will power try looking at your face from another standpoint. View them in their relation to other people. If you are courteous and well bred, it will not be an effort to rid yourself of a habit that annoys those about you, for after all courtesy and good breeding are simply forms of kindness and consideration for others.

Sometimes I have seen fastidious men and women all but writhing in the presence of a person who insists upon biting her nails. It is quite possible that the guilty one isn't even aware of the fact that she is gnawing at her finger-ends, she has become so accustomed to the disgusting habit. Some of you will claim that it is nervousness that causes this habit. If that is true, take a good nerve tonic or, better still, see a physician. If the offender is a child, it can often be induced to refrain from the habit by the promise of a gold ring if for six months it does not bite its nails. Each time the child offends after the beginning of the contract it must begin again from the offending date and continue on good behavior for a full six months. If the woman who has difficulty in breaking the habit, there is the old but frequently effective remedy of wearing gloves whenever it is possible to do so indoors or out. If you are reading and alone, or with those with whom you can be informal, don gloves for the occasion also if there is likely to be any danger of biting your nails. If you do your own housework, wear housework gloves. Every housewife who takes pride in her personal appearance should wear such gloves whether she be a victim of the habit or not.

Are you guilty of the crime of wearing tight shoes? Many feminine fallings this last. Some women will do anything for a beautiful foot outwardly.

But inwardly? Ye gods of the ancient Chinese, behold a likeness to your so-called "fluffy-footed" maid! I cannot but chuckle silently when I read on very rare occasions a typical "best water" in which the hero tenderly removes the alien stinking and little shoe from the heroine's stinking foot. What a monstrous, corn-marred foot would issue thereon very likely find on one of our real flesh-and-blood girls! We should be so very careful about the shoes our growing girls and boys wear. A married woman of my acquaintance groans and complains of her feet because a pair of short shoes worn when she was but fourteen years old caused an enormous bunion. If you wear shoes that fit, your feet will not be likely to increase greatly in size as you grow older. I know a family whose very member binds herself upon beautifully shaped feet. Those feet aren't what one would call tiny, but they are well-shaped and it is a pleasure to look at them. These shoes these women do not wear, though they are forced to condescend to other ways for their one bit of extravagance, and they boast of never having worn a tight shoe. When the women of this same family are quite tiny, they are told that all the women of their name have tiny feet and their lovely shaped feet, and then they are impressed with the fact that the greatest of care must be taken of them. A member of the family, over fifty years of age, was once told by an eminent surgeon to allow him the privilege of modeling her feet, and you may be sure that that remark will go down as a family tradition.

Are you careful not to wear shoes that are too tight, however, one must also be careful that shoes too loose are not worn. Select a good shoe, go to a saleswoman or salesman knowing his business, and go to that saleswoman every time, so that he or she gets to know you and understands just what you need and want, and you will be properly fitted. With well-fitting shoes, you will have feet that are good to look at even in the privacy of your own room, your temper will be better

from the lack of suffering which is so frequently brought about by ill-fitting footwear, and your carriage will be infinitely more graceful if you are entirely unpossessed of your lower extremities. Do not mean that you shall wear shoes after a grimace, but do avoid extremely high heels and very pointed toes. A happy medium is best in nearly all things.

Are you guilty of the "disgraceful slouch"? If so, and I had my way, I am not sure that I should not spank you and put you to bed without any supper, and then send you to bed with your lungs and makes you hunch chested,

Do You Bite Your Nails?

biting your whole body sag horribly and unhealthily? Let me ask you a plain question, young woman. Do you think the delicate slouch will fit you for bearing children? Undoubtedly not. It may, however, injure the health of these little ones to come in the future years, and even now I am sure that the instinct of motherhood is far too strong within you for you to wish to risk the health of your own little brats. Now straighten up, breathe deeply and allow the form that God gave you to develop in all its feminine glories.

Are you guilty of the cocktail habit, young women, old women, all women? My only interest in deriding the habit for you is that it saps your health and beauty like a flame and it makes you old before your time. Frequently as the woman who drinks (perhaps only at dinner, grows older she becomes fat, and nearly always the lines of the face coarsen on a woman who uses alcohol. Alcohol, you see, is chemically rated as a poison, and not one of you would

voluntarily drink from a bottle bearing the formidable skull and crossbones. Let me tell you what causes alcohol obesity. You will shudder, but you will perhaps recall that many things that are "good for you" are actually things I am about to quote from an authority on the subject:

"Alcohol taken into the stomach reaches the blood in two minutes. The blood is the medium by which food and oxygen are conveyed to the tissues, and by which the refuse material from the tissues is carried away; alcohol interferes with both of these processes. Red cells are likely to become damaged and anemias result. Even tiny doses of alcohol paralyze more or less the white cells and thus interfere with their power of destroying microbes. Alcohol robs the tissues of oxygen. Hence the tissues are kept starving for oxygen, metabolism is interfered with, and they cannot get rid of their waste material. This delayed oxidation tends to increase the body weight. The cells in an intermediate stage of fatty degeneration clog the body and, of course, add to its weight.

On abstaining from alcohol the superfluous tissue is often burned away and the weight of the body reduced, and a look and feeling of youth is recovered."

"Think of it, my friends, alcohol has the power to literally turn us into walking garbage cans, whose foulness, were the cover lifted, would cause us to be avoided as the plague."

Do you know how to read, that is, are you guilty of holding your book but the fewest of inches from your face? This immediately means that something is wrong with your eyes and that you should consult an oculist, or that something will very soon be wrong if you do not hold your book at least twelve inches from the eyes and be able to read the distance with ease and comfort. Remember that the light should always come over the left shoulder. When doing desk work, where the light very often cannot be so arranged, a shade should be worn to protect the eyes.

Look at yourself and these pictures. Are you guilty?

ADVICE ON SOCIAL CUSTOMS

Miss Clara Adams
most exactly in accordance
with the best of the
Society and the
letter of all laws

If a personal reply is desired, a self-addressed stamped envelope should be enclosed.

THE HONEYMOON

TO all who are off on a honeymoon I am going to give some advice today. The honeymoon is the first trial in which the personality of each one has the test of time in its utmost trial. It is a very severe one. Adjustment to the work of the honeymoon, and to the time that you come back home will have found out the weak points in your husband, and many that you suspected in yourself. Marriage is a compromise, and many a woman who will have to temper your love romance with a great deal of common sense if you expect to have a smooth voyage on the honeymoon.

To the ordinary man, and your husband is the usual man in spite of the fact that he is your husband, the little details that come back home will annoy you if you never do anything but try to understand that it is not his fault, but yours. He is not to be patient, but he is irritated by the state of mind in which you begin the first trial. Try to avoid all these little things, and in this way make the first trial as smooth as possible.

Another thing that you should try to decide when you are your honeymoon is the matter of spending money. Do not be foolishly extravagant, and do not be miserly. You will probably have your own spending money, and will not feel the need of it

right away, but above all, do not receive the generous offer of your husband. I do not wish to be misinterpreted, and you need some one to do this for you, for the glamour of the first days of wedded life is often other necessary thoughts.

If your husband a few moments alone or with other men, if you have never been so constantly in the presence of a man, you will find that it is very hard, even if he is in love with you. A man's nature is different from a woman's. He will appreciate you more if he has a respite. Do not make him a part of the honeymoon. Do not make him twice glad, and now, no friend, if you have a disagreement with your husband, do not let it be a matter of a disgruntled. Look the matter in the face and remember that the man with whom you have a little quarrel is going to be your life partner, and will have to be met half way. He will be the one to meet him halfway. Remember that there have been two

points of view and that you are just as human and liable to err as he. If you have been spoiled, everything being lavished on you at home, you will find that it will be hard at first. But to a woman in love all things are possible. Marriage is a severe and salutary discipline, and every one is the stronger and better for it.

If you have been in the wrong, please, oh, please, be the first to acknowledge it. Try to be fair to your husband. Why certainly deserves it. And you will find that, although it is very difficult at first to be the first to apologize, it will be easier as the years go on. You will have to do this many times in the course of your life.

Do not coquette with other men. Some women do this to prove that they are as attractive when married as they were before, and to show their husbands that they have prizes. It usually results in a heartbreak. If you have chosen the man who is to share everything with you, deal squarely with him. Make him feel that you are giving him the greatest treasure—a companionable, loving wife.

An Engaged Girl

Dear Mrs. Adams:

I, a lady recently become engaged, would like to ask you a few questions and be sure that I am not making a mistake. I would prefer making something of my engagement. Girls and men so often appear in cases and cannot reply properly when any one extends such wishes. Try to be different from these.

Desires Him to Call

Dear Mrs. Adams:

A young man with whom I have a special acquaintance lives in a nearby town. I would like to know if it is proper for him to call on me. I would like to know if it is proper for him to call on me. I would like to know if it is proper for him to call on me.

Suitable Gifts

Dear Mrs. Adams:

Will you please suggest some attractive but not expensive gifts that I may give to a 15-year-old girl for a graduation present? I would prefer making something of my engagement.

Greeted Coldly

Dear Mrs. Adams:

The other day I said "good morning" to a man on the street. He hardly looked at me and he said "hello" to me the next time I met him. I was hurt and I did not realize how coldly he had been treated. Give her another chance.

Solutions to Social Problems

Sending Cards

Dear Mrs. Adams:

When one wishes to send a card to a friend, it is often a matter of some difficulty. I would like to know if it is proper for a man to send a card to a woman who is engaged to another man.

When Serving

Dear Mrs. Adams:

When serving dishes with the hand, it is often a matter of some difficulty. I would like to know if it is proper for a man to serve a woman who is engaged to another man.

ANSWERS TO BEAUTY QUERIES

Vegetables—Mashed potato, green peas, string beans, cauliflower, corn, etc.

Desires—Plain milk pudding, junket, rice, etc.

Do not eat—Sugar, milk, butter, etc.

Do not eat—Sugar, milk, butter, etc.

A Shiny Nose

Dear Mrs. Adams:

I have a very good recipe for removing the shine from the nose. It is made of the following ingredients:

Obtainable Freckles

Dear Mrs. Adams:

Some time ago you published the recipe for a skin cream. I have used it and it has made my skin so soft and smooth.

Obtainable Freckles

Dear Mrs. Adams:

Some time ago you published the recipe for a skin cream. I have used it and it has made my skin so soft and smooth.

After the Shampoo

Dear Mrs. Adams:

After shampooing the hair, it is often a matter of some difficulty to dry it. I would like to know if it is proper for a man to dry a woman's hair.

To Remove Warts

Dear Mrs. Adams:

I have a very good recipe for removing warts. It is made of the following ingredients:

Brittle Nails

Dear Mrs. Adams:

I have a very good recipe for making brittle nails strong. It is made of the following ingredients:

Days OF "ARABIAN NIGHTS" FOR ATLANTA

Story of the Thousand and One Nights, Which Are to Be Brought Here Bodily, How the Tales Were Translated, How They Became Known to the Western World.

OTIS SKINNER will bring the "Arabian Nights" to the Atlanta theater for four days, beginning Monday.

He doesn't intend simply to give a play. He means to create an atmosphere.

The fantasy, the humor, the tragedy, the rags, and the rich clothes of "The Thousand and One Nights" are to be brought here.

The vehicle is called "Kismet," and as far as plot goes, is made up from three or four of the tales.

For the plot, see the regular theatrical notice. This is the story of the "Arabian Nights" themselves:

Ever since the first translation from the Arabic of the tales which are known collectively as "The Arabian Nights Entertainments," "The Thousand and One Nights" and other titles, these stories have been read the world over; have been enjoyed by people of every race and creed, and have served as inspiration for a very large share of the narratives of intrigue and adventure that have appeared during the past two centuries.

It was in 1704 that literary Europe was surprised, amused and delighted by the appearance of the first volume of Antoine Galland's "The Thousand and One Nights, Arabian Stories, Translated Into French." This extraordinary work comprised twelve volumes and the publication was not completed until 1717. The general public received the stories with the greatest possible enthusiasm. An absolutely new note had been struck in the making of fiction. As the volumes appeared one after another they were translated into almost every written language—and the whole world laughed.

Certain Oriental scholars, however, laughed in derision, for, said they, "This Antoine Galland has perpetrated the greatest of literary hoaxes. The tales are not translations from the Arabic, but are from the imagination of Galland himself." The translator had no small difficulty in proving that the stories were not original; but the fact was eventually established, of course, and since his time a number of editions of the original Arabic text have been published and many adaptations have been made directly from them.

Romance of the Translators.
Beside the romance surrounding the origin of the stories themselves, there has been romance connected with their translators and adapters from Antoine Galland to Edward Knoblauch, whose new drama, "Kismet," is a splendid paraphrase of Oriental literature as well as a perfect acting play. The tales, indeed, seem to possess a strange and mysterious power that casts a spell over the fortune of those who translate them. To some the book has brought fame; to others fortune, and all of its translators it has brought curious experiences and adventures.

To Galland, to Edward William Lane and to Sir Richard Burton came enduring fame for their labors in translating the stories, and to Mr. Knoblauch—though he has but used "The Arabian Nights" tales as a foundation for his play—wealth and honor have come quickly and in full measure. It is less than two years since "Kismet" was first produced in London. Since then it has been presented in nearly every country in Europe as well as in America and Australia, and Mr. Knoblauch finds himself suddenly elevated to the position of the most widely celebrated of the younger American dramatists, with a

flood of golden royalties steadily streaming into his hands.

Authors Are Unknown.
Of the original author, or authors, of the tales contained in "The Arabian Nights" nothing whatever is definitely known. It is probable that some of the tales date back to the very beginning of the art of storytelling, and passed from lip to ear for generations before they were ever set down on paper. One theory is that the most fanciful of them came from India; the sentimental tales originated in Persia, and the stories of intrigue and humor sprung from Arabia.

Baron de Sacy held the opinion that the tales were first gathered together in Syria and that the work of transcribing them was the work of a number of men who in succession added to and improved the collection. A picturesque and romantic company these ancient scribes must have been—men whose own lives were as interesting as the tales that they set down. No doubt the stories are enriched here and there with accounts of the personal adventures of these writers. But their names are unknown. They were, after all, only re-tellers of the old tales. The men who really originated the stories may have related them to their fellows, and laughed and wept over them, long before history began.

Some authorities have ventured the conjecture that the tales were written down for the first time in the third or fourth centuries, but the first definite date in the long history of the stories is the comparatively recent one of 1704, when Galland's first volume was published.

Antoine Galland himself was a picturesque figure, whose career made him worthy of the romantic company of tale-tellers in whose footsteps he walked. He was born in France in 1646, and despite the handicap of bitter poverty he obtained a thorough education, and through his brilliant attainments as a scholar he secured an appointment as attaché to the French embassy at Constantinople, while still a very young man. There he devoted himself to the study of Oriental literature, and being master of many languages and dialects, he went deeper into the subject than any man of his time. He travelled far and saw much, and he recorded what he had seen and heard in a number of volumes that are now lost. Through the entire series, which is in strict accordance with the Arabic original. But when the first edition of "Mille et Une Nuits"

in Galland's translation of "The Nights" the earlier stories are introduced by a request for a narrative by the sister of Scheherazade. It was Galland's intention to carry this form through the entire series, which is in strict accordance with the Arabic original. But when the first edition of "Mille et Une Nuits"

was being issued the French readers of the work found these repetitions insufferably tedious, and the translator was criticised for employing them. He insisted upon using the form, however, until the criticism was made in a very practical and incisive manner.

One night, in midwinter, the scholar was called from his bed by a crowd of students gathered in front of his balcony. Galland demanded the reason for the disturbance. A young man bowed with extravagant politeness and said: "Monsieur Galland, if you are not asleep, I pray you, while the day is about to break, that you will tell us one of those pleasant stories which you so well know." The savant took the hint and in none of the subsequent

volumes did the tiresome formula made a profound study of Arabian life and literature. Mr. Lane, however, excluded from his book much that appeared in the original, which was denounced by him unfit for perusal by the general public. Other English versions of the tales, with copious notes descriptive of Oriental manners and customs. This work was of great value, since the author had lived long in Egypt and had

garments of respectability. This mutilation at the behest of prudery, aroused the ire of that splendid scholar, poet and adventurer, Richard Francis Burton, and spurred him on to the task of making the magnificent translation which is now and must remain for all time the standard English version of the tales.

Richard Burton's Work.

Sir Richard Burton was born in 1832 and was graduated from Oxford in 1848. He proceeded at once to India, where he served first under Sir Charles Napier, and then as a member of the Bombay engineers in making a survey of the remote regions of the empire. In 1853 he was sent by the Royal Geographical society to explore Arabia. His travels there were followed by exploring expeditions in North and South America, Asia and Africa—each journey resulting in a book of the utmost interest and value. And during thirty years of his adventurous life he devoted a part of each day to his huge labor of love, the translation of "The Arabian Nights." He has been called "the equal in daring of Raleigh and Drake, the peer of all adventurous souls since a new world was given

Castile and Leon," and when he died at Trieste, in 1890—Algecon Charles Swinburne wrote, in his memory, the fine poem of eulogy in which occur the lines:

"A soul whose eyes were keener than the sun,
A soul whose whys were wider than the world."

The exquisite beauty as well as the immense value of Burton's translation of the tales of Scheherazade lies in the absolute accuracy with which not only the spirit but the form of the Arabic text is retained. So thoroughly did Burton understand the language and the hearts of the Arabs that the most delicate and elusive shades of meaning were perceptible to him, and with the most infinite pains he sought for and found English words to reveal these meanings exactly.

More than that, he followed not only the meter of the original prose, and he used rhyming when rhyming words appeared in the Arabic text. This trick of introducing a series of rhymes in the midst of metrical prose—a trick which a distinctly Oriental—has been caught by Mr. Knoblauch and is used by him with striking effect in "Kismet." It is evident that the dramatist saturated himself with the writings of Burton, as well as studied the Arab at first hand during his stay in Tunis, before undertaking his work. The spirit and manner of the play accord perfectly with the spirit and manner of Burton's translation of "The Arabian Nights."

Otis Skinner in "Kismet," at the Atlanta Theater, Beginning Monday. Grace Hampton is the Central Figure. The Play Will Have the Richness, the Change, the Mixture of Comedy and Tragedy, the Rich Clothes and the Rags of the "Thousand and One Nights."

FOR

[illegible]

Sound Real Estate Buying Starts from Reading Journal Ads

FOR SALE—REAL ESTATE

CAMP OUT

AT EAST LAKE, for the summer, boats are for rent for comfort and convenience. Have a camping and stay at the 30th NE sell bungalow lots, heavily wooded, facing the club grounds on West Lake avenue, at 500 a lot, one-third cash, 1 and 2 years.

A Fine Subdivision Opportunity

Near the residence of Mr. W. T. Gentry, a tract of 11 acres with nearly 300 feet frontage on West Lake, only three blocks from the East Lake club grounds. This unoccupied home site has a frontage of over 500 feet on Boulder creek, which is the best of the lake. The tract will make a good country home. It is situated on the 30th NE, facing the lake. We know all about it as it is a country home tract that can equal this property. Price, \$10,000, on reasonable terms.

Will Sell or Trade

215 feet on East Lake drive for north side lake property. This property is only 300 feet from North Decatur car line, runs through to another street, having a depth of 350 feet. For subdivision purposes this can't be beat. Price \$15 per foot.

FORREST & GEORGE ADAIR

FUNDS ON HAND FOR IMMEDIATE DISPOSAL

PROMINENT NORTH SIDE street, on an east front corner lot, 2 acres of the best first eight-room, two-story brick veneer residence to be seen in Atlanta for the money. Built for a home and the best material used throughout. Large living room, music room, dining room, kitchen on first floor. The stairs three led rooms and a sleeping porch (20x24). Two baths. Cannot be beat with furnace, and hard heat. Let me show you this.

SEVEN ROOM BUNGALOW, north side corner lot, a beauty. It is a \$9,000 home. My price is \$5,250. On easy terms. Has hardwood floors and is furnace heated.

JOHN S. SCOTT

80 Peters Bldg. REAL ESTATE. Phone M. 2061

REAL ESTATE BARGAINS

1 elegant home, a beauty, for sale. Considerably underpriced. See 906 Highland avenue, then see Mr. Gilbert.

IF YOU have a bungalow, Inman Park, near Forest, to trade for a larger home, call it over with Mr. Gilbert.

448-50 WHITEHALL, lot 60x125, the price at \$10,000. This lot has a beautiful home on it. IF INTERESTED in income property let me show you a ten-room, two-story apartment building, 1 1/2 per cent, well located, practically new white property.

UNION REALTY CO.

306 Candler Bldg. IVY 502

WANTED—REAL ESTATE

WANTED AT ONCE, rent paying in investments anywhere in Atlanta or suburbs. Must be bargains for quick sale. Give location, price and terms. We also want lots, houses and farms for sale and exchange. We have the buyers if you have the property. Call to arrange. My name is J. S. Scott, 80 Peters Bldg. Main 2061. At 27-30 N. 70 to 125 acres, well situated in good prosperous town; suitable for subdivision. We have buyers ready if you have something good write us today. Otherwise don't. Give full particulars in first letter. Overland Realty Co., Dept. B. Macomb, Ga.

WANTED VACANT LOT ANY SECTION—Wanted to exchange with vacant lot in College Park for good vacant lot ready to build on in any section, must be in good location, any value or equity considered. See owner at 1004 E. 10th St. IVY 502.

SEE us about property threatened with foreclosure or the above giving you the most money; cash or unencumbered property for your money. An. L. Co. 420 Empire Bldg. IVY 502.

LIST your home or vacant lot with us for sale or exchange. We have the buyers for small income properties. Everett & Everett, 224 E. 10th St. IVY 502.

SIX or seven room bungalow, on north side, or front hill section. Must have all conveniences, large lot. By Mr. J. S. Scott. Home, 80 Peters Bldg. Main 2061.

I HAVE a customer that will exchange a well located piece of semi-circular property for some Peachtree road frontage. Address Agent, Box 7, care Journal.

WANTED—To rent on north or northeast side of city, 7-room bungalow or cottage. Address N. Box 1, care Journal.

PRICE property right and give me a short exclusive listing. I'll sell it. "Volunteer," 806 Candler Bldg.

WANTED—Modern priced home, must be cheap, easy terms. Address B. Box 20, care Journal.

OWNER—I want investment property; will pay cash. Mr. Stanford, Bell House No. 36624.

OWNERS—List your property with Green Realty Co., Empire Bldg. IVY 502.

FOR SALE—Sale or Exchange—SIXTEENTH STREET—A beautiful home, lot 60x125, with all conveniences. Will sell or exchange for a lot on West Lake. See Mr. J. S. Scott. Home, 80 Peters Bldg. Main 2061.

GOOD business property on Decatur at sale or exchange. See Candler Bldg. Phone IVY 502. Union Realty Co.

FOR SALE—TIMBER LANDS

100 acres of timber land, heavily wooded, suitable for sale or exchange. Call L. C. Williams, Wilmington, N. C.

FOR SALE—REAL ESTATE

For Sale By FOSTER & ROBSON 11 EDGEWOOD AVENUE

ON NORTH HOWARD street, in Kirkwood, a 2-story, 8-room new home. Near North Decatur car line. Price only \$4,750. See Mr. Cohen.

ON M'DONOUGH ST., a 7-room cottage on lot 70x145. Price \$1,200. Rents for \$15 per month. A good investment. See Mr. Abbott.

BEAUTIFUL elevated lot 150x300, with a house on it, near Mozley Park, West End. City water accessible. Only \$1,600. See Mr. White.

WE HAVE for sale a 6-room bungalow, built for a home. Furnace heat. North Side corner. Owner has moved to distant state. \$2,500 loan at 6 per cent, 5 years. Balance \$1,500. Now rents for \$35 per month. Lot 70x75. Quick sale. See Mr. Eve.

WEST END. No. 50 Beecher street. A good 5-room house, on large lot 50x200. Only \$3,000 on easy terms, or will trade for automobile or vacant lot. See Mr. Bradshaw.

IN INMAN PARK section on a fine street, a beautiful bungalow. Party wants to sell. Price \$5,000. See Mr. Cohen.

FIVE ACRES just seven miles from the city, near Mason and Turner's Ferry road. Running water. \$1,600. See Mr. White.

IN BEAUTIFUL, WEST END PARK, on nice street, we have a new home of eight rooms, with every modern convenience. Price \$6,000. Easy terms. \$3,000 loan to assume. See Mr. Radford or Mr. Bradshaw.

A GOOD 8-room house with all the modern conveniences with garage. This is on Angier avenue, one block of North Boulevard. Sacrifice price of \$5,100. See Mr. White.

A CLOSE-IN piece of property on Auburn avenue, between Ivy and Courtland. Owner will make a close price and make terms. See Mr. Cohen.

ON JEFFERSON PLACE, one of the very best streets in Decatur, a new 6-room bungalow on good lot, 50x200; one-half block from North Decatur car. Only \$4,350. Easy terms. See Mr. Bradshaw.

THE CHEAPEST LOT in North Atlanta, 50x200, on Greenwood avenue. This is worth looking into. \$1,500. See Mr. White.

A BARGAIN—Eight-room, 2-story house on the South Side. In fine condition. On car line. Worth \$4,000. For quick sale will sell for \$3,100; \$200 cash and \$20 per month. Rents for \$25 per month. See Mr. Abbott.

BURDETT REALTY CO.

413-14 EMPIRE BLDG. IVY 5161; ATL. 2099.

MYRTLE STREET. New two-story brick veneer house, modern in every particular. Level shade lot elevated about four feet above street. Eight large rooms with sleeping porch. Beautiful home in high-class residence section, and one of the best buys in the city at \$8,500. Terms.

ST. CHARLES AVENUE. New 6-room bungalow that cannot be surpassed in material, beauty or design. Level lot 50x185 feet, with plenty of shade. This place will please the most artistic, and will stand the closest inspection. A bargain if sold at once.

PEACHTREE ROAD. 53 acres fronting 1830 feet on Peachtree road, within one-half mile of Oglethorpe University site. Beautiful tract of land with some improvements, including one of the best springs of North Georgia. Price \$500 per acre. Terms can be arranged.

\$6,000 WILL buy a new North Side 8-room home located, near North Boulevard. Owner must close out, and will sell at great sacrifice if taken at once. Let us show you this Monday.

WHITEHALL STREET. We have one of the best buys on this thoroughfare. You can double your money at the price we have, besides the present rental pays a good per cent on the investment. Will sell on terms to acceptable party.

JUST OFF PEACHTREE, 700 feet frontage on 50-foot street, with a depth of 200 feet. This property is 500 feet east of Peachtree road, on north side of Fulton avenue. Can be bought for \$10,000, or about \$14 per front foot.

PEACHTREE ROAD, in Peachtree Heights sub-division, 100x400 feet located West Side of Peachtree road, between Wesley and Mayson avenue. Car line, water, sewer and tile sidewalk. Price \$8,000. Terms.

STONE MOUNTAIN CAR LINE. 24 acres for \$9,000. Good 6-room cottage with large porches. This house has private water system, lighting plant and bath. Beautiful frontage and oak grove. Car stops in front of door.

COLLINS BROS. & DAVIES

PHONE IVY 7196. REAL ESTATE 714-715 EMPIRE BLDG.

EAST NINTH STREET—Overlooking Piedmont Park. Six-room house on a large lot. Price \$5,250. \$250 cash and balance very easy.

NORTH BOULEVARD—9-room house on nice, level lot 50x187, with a 20-foot alley. Paved in front with blocks. We have a selling price on this and can make good terms.

GREENWOOD AVENUE—Between North Boulevard and Jackson street. Six-room furnace heated bungalow on a nice, level lot, 75 feet front. Price \$5,250. Terms can be arranged.

ANSLEY PARK—Beautiful 2-story, 8-room house on a large lot. This has everything needed for an ideal home, and we have a price of \$9,500. This is an exceptionally good home and worth investigating.

WEST ONTARIO AVENUE—Vacant lots. More building on this street right now than anywhere in town. Our signs are on the lots.

DILLIN-MORRIS COMPANY

609-10 Atlanta National Bank Building. Both Phones 4234.

WE HAVE several batches of purchase money notes to sell at a good discount. Owner has asked us to get estimates on them.

INMAN PARK 7-room bungalow at bargain price of \$4,250, on account of owner making a change in business. Good terms.

WE HAVE a 6-room bungalow bargain for the man who has a small cash payment. It has furnace, pretty electric fixtures, beamed ceilings, paneled walls, bookcases built in, and all such like. Price \$3,500.

SEVERAL new, up-to-date houses on West Ontario avenue, in West End Park.

WE ARE starting several new homes on the north side of town. See us for a home anywhere.

FOR SALE—REAL ESTATE

W. E. WORLEY REAL ESTATE

415-16 EMPIRE BUILDING

GET IN YOUR AUTO

TAKE a 15 minutes' ride out to Woodland Hills by way of Peachtree, Fifteenth, Piedmont avenue, Cheshire road, into Woodland Hills; find just beautiful property at \$12.50 per foot. \$250 to \$300 cash; balance easy for four years.

GET IN YOUR AUTO

RIDE OUT the Williams Mill road by Druid Hills to Wallace station, on Seaboard. Look at 2 1/2 acres. It will take you twenty minutes to make the trip, and a nice ride. 1,218 feet front, 1,200 feet deep. \$12.50 per foot.

GET IN YOUR AUTO

RIDE OUT on Virginia avenue, at the end of Highland avenue car line; look at the finest building lots for the least money. They are near Piedmont park. We have one big corner lot, 120 feet front on Virginia, at \$3,500. Room for a fine apartment house.

GET IN YOUR AUTO

RIDE OUT Capitol avenue to Atlanta avenue. Look at 119 Atlanta avenue, a dandy 6-room house at \$3,750; \$350 cash, \$25 month. It will take you just six minutes to get to the house, at the vacant lot next to the house, at \$800; \$100 cash, \$15 per month. Three new houses going up Monday out there. Fall in line.

NONE BETTER

THE BEST apartment site in Atlanta; Piedmont avenue and Twelfth street, north-east corner; 134 feet on Piedmont avenue, 180 feet on Twelfth street, 120 feet on the park. Room for two big apartments. Come on; let's two or four of us take this over. Only takes \$4,000 cash. We have a party who says put him down for \$1,000. Who are the other three? List your names.

VIRGINIA AVENUE

WE SOLD a lot on Virginia avenue the past week. A new shale brick goes up, starting Monday. Another new house nearly completed. This makes ten fine homes on Virginia avenue in 1,000 feet of Highland avenue. We have some lots that are below the market. Two at a real sacrifice. Come and join the home building crowd. Everything new and up to the minute.

W. E. WORLEY

FOR SALE—REAL ESTATE

TURMAN & CALHOUN SECOND FLOOR EMPIRE BUILDING

AN ATTRACTIVE NORTH SIDE HOME

CLOSE to the junction of West Peachtree and Peachtree Place, we have an attractive 2-story, 8-room house, on a nice level lot, slightly elevated; house has furnace and all modern conveniences. Price only \$7,500, on terms.

A BEAUTIFUL PEACHTREE RESIDENCE

BETWEEN Fourteenth and Eighteenth street, on a beautiful large, elevated lot, we have a fine up-to-date home. Home has two baths, sleeping porch, steam heat and all modern conveniences. Price reasonable. Call at office for particulars.

THREE SPECIAL BARGAINS

IT WILL PAY you to investigate—

1. A Spring street corner, for \$4,750.
2. A close-in apartment site; \$5,000 profit in it.
3. A 7-room North Side bungalow. Ask us about it.

FARM FOR SALE

WE HAVE just had listed with us a farm consisting of 300 acres of land in 10 miles of the center of Atlanta. This farm lies well and is good strong land, suitable for truck, straight or dairy farming. This farm is worth \$65 per acre of anyone's money, but for the next ten days we can sell for \$35 per acre. A pickup. Somebody is going to make a lot of money here.

ACREAGE

CHAMBLEE ROAD—Just off the Roswell road and eleven miles from the center of the city, we offer 105 acres of land with about 4,000 feet of road frontage on Chamblee road, at \$125 per acre. This price has not been raised, even after the paying of Chamblee road began. Inquire about the entire lot or half of land lot No. 69. No other piece of land around it is priced so cheap.

TURMAN & CALHOUN SECOND FLOOR, EMPIRE BUILDING

SOMETHING BIG WILL HAPPEN

On Peachtree Street

IN A SHORT time, owing to this it is hard to get a close price at

PEACHTREE STREET PROPERTY

WE HAVE an option on a lot on Peachtree street south of Currie street, which enables us to sell below the market price, on terms of

\$5,000 Cash

THIS IS YOUR last opportunity to get Peachtree street property at so low a price.

\$5,000 to \$10,000 Profit

will be made on this property within 12 months. Act quick.

W. L. & JOHN O. DuPREE

REAL ESTATE. PHONE IVY 10. EMPIRE BUILDING

OGLETHORPE PARK

TO MY FELLOW MEMBERS OF THE CAPITAL CITY CLUB:

Drive out tomorrow and look over the club site offered by me to the Capital City Club. Turn in at Mr. Stovall's house, and follow the temporary road until you see the signs placed on this hill. I am sure you will agree with me that it is an ideal location for a club house.

EDWIN P. ANSLEY

REALTY TRUST BLDG.

HARRIS G. WHITE SPECIAL BARGAIN

ON NORTH AVENUE, close to Williams street, we have a good 8-room house on a lot 50x150 for \$6,250. The house is good for \$35 per month and stays rented all the time. There are good prospects for enhancement here. Only three blocks from Peachtree, reasonable terms but no trade in this. Owner wants the money and for this reason has made this very low price.

HARRIS G. WHITE

323-329 Grant Building. Phone IVY 4331

FOR SALE—REAL ESTATE

The Real Estate Field

FOR SALE—REAL ESTATE

Peachtree Circle Residence, Near Peachtree, Is Sold for \$12,000—Barnett Street Bungalow Brings \$6,500—W. P. Cole Is Erecting 25 New Bungalow Homes on Lots Reserved for This Purpose in His Altoloma Subdivision

—

This handsome residence, situated in Dalton, Whitfield county, Ga., together with the eight acres more or less, of land upon which it is situated, will be sold at public outcry on the 21st day of April, 1914. Address inquiries to J. N. CAYLOR Trustee Mrs. Mary E. Bishop, Belmont, Dalton, Ga.

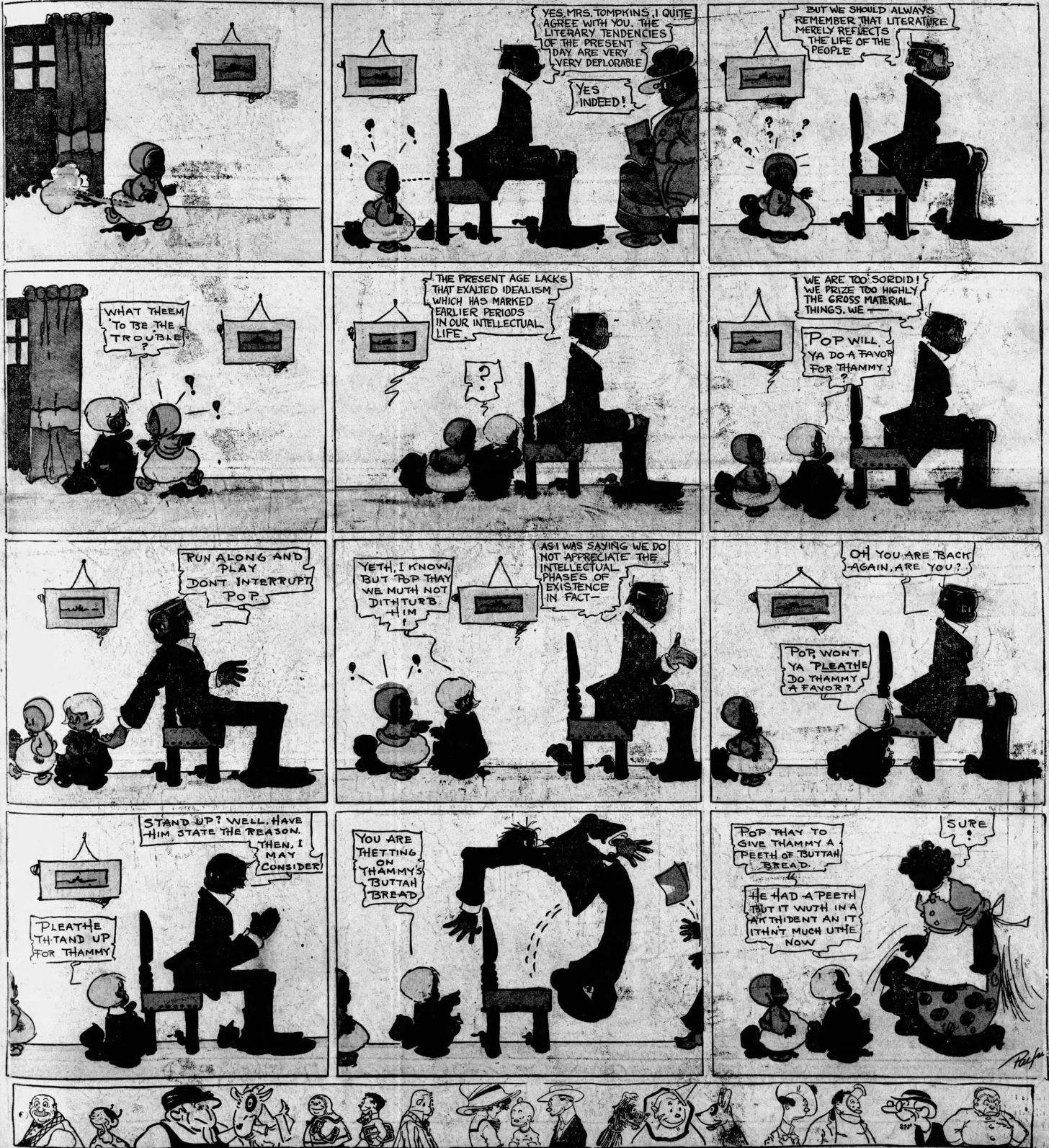
COMIC The Atlanta Journal. WEEKLY

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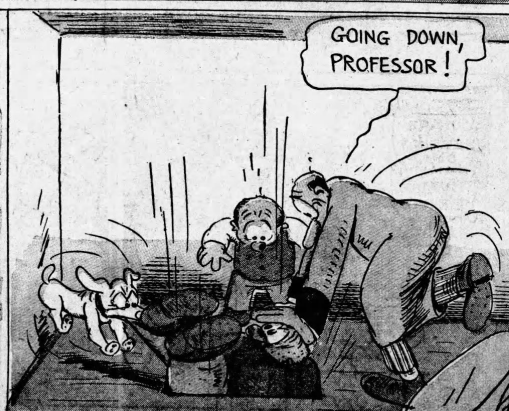
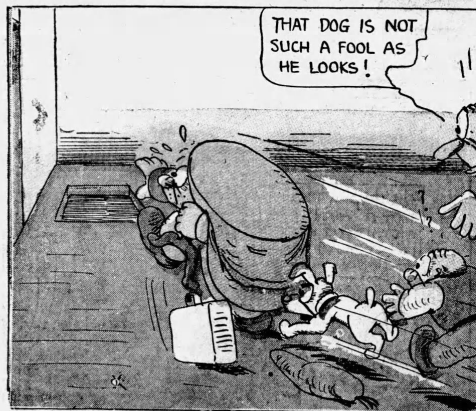
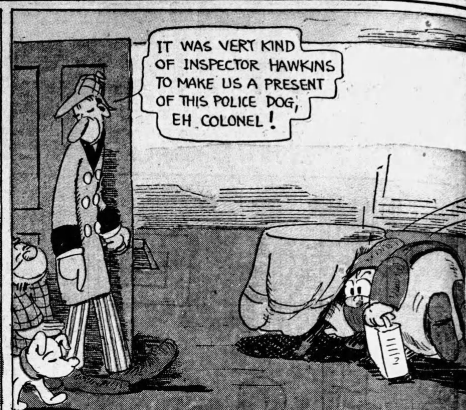
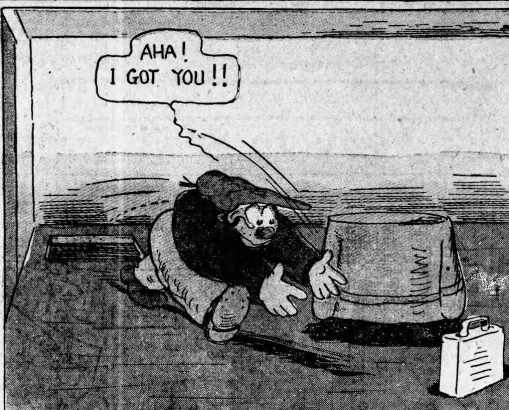
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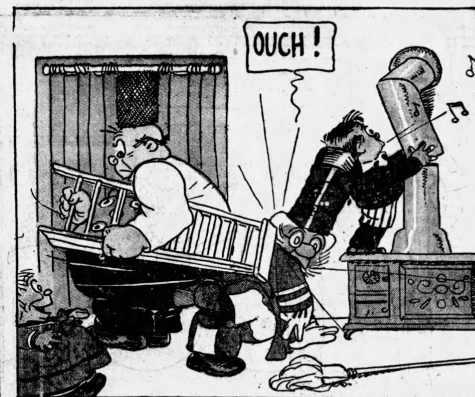
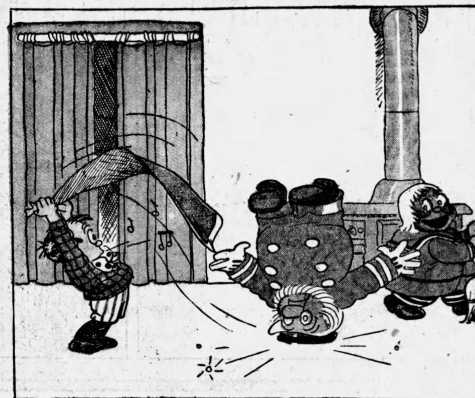
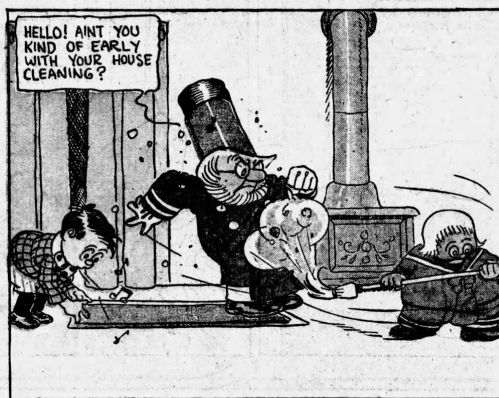
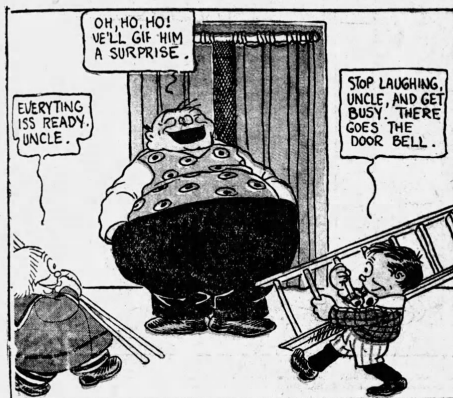
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Nippy's Pop Didn't Mean to Spoil Sammy's Butter-Bread

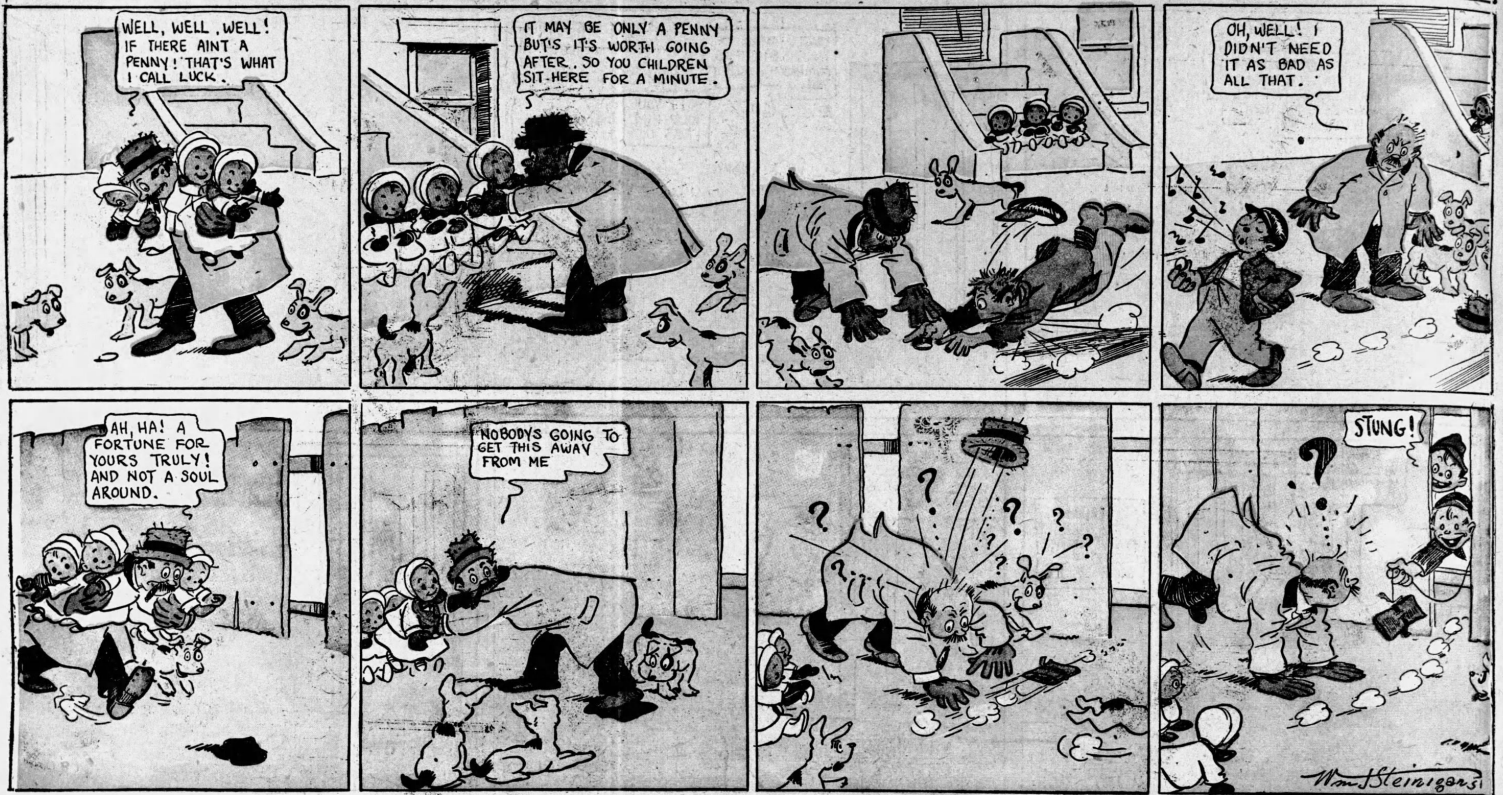


Hawkshaw the Detective---No, the Professor Didn't Get the Ruby!

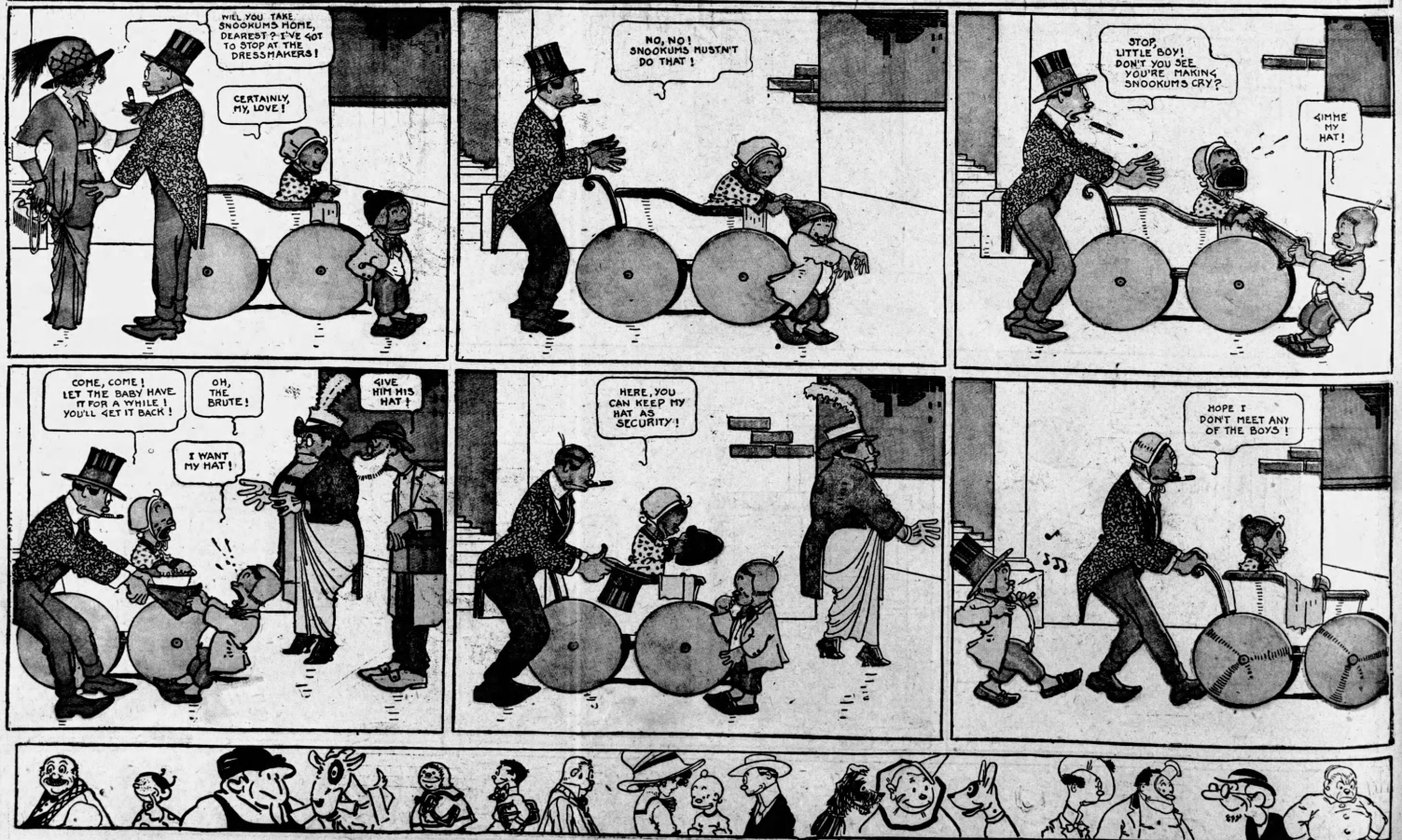




Mr. Hubby—His Wife Is at the Finance Club



The Newlyweds—A Fair Exchange Is Sometimes Embarrassing



SIGNS OF THE TIMES

CORDIAL interest is centering about the national congress of the Daughters of the American Revolution, which will convene Monday in Washington, D. C. The election of the six vice presidents general is attracting much attention, especially in Atlanta as Mrs. William Lawson Peel, who has ably held the office of vice president general for some time past, is a candidate for re-election. At the birthday celebration of the Atlanta chapter during the past week, the candidacy of Mrs. Peel was heartily endorsed by the members of the chapter and resolutions were drawn embodying their hearty commendation. While much official business will be transacted during the meeting, including, besides the election, the revision of the national constitution, the social side will be unusually pleasant. Visitors from all over the United States will be in attendance, and the round of entertainments planned in their honor will fill every available moment between the sessions. Among those from Atlanta in attendance who are prominent in the circles of the D. A. R. are Mrs. S. W. Foster, Mrs. W. O. Wynn, Mrs. A. W. Alfried and Mrs. W. L. Peel.

BECAUSE of the length of the summer season much of the social life of the city centers about the country clubs. Interest in the great out of doors continues to grow, and the attractive club homes are the mecca for every sort of gathering, from the most formal of entertainments to the least formal of spend-the-day parties. The opening of the Druid Hills Golf club on the afternoon of April 29 is being anticipated with interest and pleasure. The attractive new club house, which has only recently been completed offers ideal facilities for golf and its beautiful surroundings make it one of the most picturesque spots in the city. The club will be the scene of many of the parties to be given during opera week, and several of the large entertainments planned for the Shriners and their wives and daughters will be held at the Golf club during the early part of Shrine week in May.

ENGAGEMENTS ANNOUNCED

BLOUNT-CHEATHAM

Mr. and Mrs. Bartow Blount announce the engagement of their daughter, Ida May, to Mr. Elliott Evans Cheatham, the wedding to take place at home, May 20.

BYRD-MURRAH

Mr. and Mrs. George Archibald Byrd announce the engagement of their daughter, Margaret, to Mr. Albert S. Murrah. The wedding to take place at the home of the bride Thursday evening, April 30.

ERMINGER-MALLORY

Mr. and Mrs. Howell B. Erminger, of Macon, announce the engagement of their daughter, Willie Woodson, to Mr. Nelson Daggs Mallory. The wedding to take place in the early fall.

M'AFEE-CLARK

Ex-Senator William Hamilton McAfee and Mrs. McAfee announce the engagement of their daughter, Jessie Bell, to Mr. Arthur Fuschek Clark, of Boston, Mass., the wedding to take place April 29, No cards.

LIDDON-BAILEY

Mrs. C. W. Liddon, of Jacksonville, Fla., announces the engagement of her daughter, Margaret Evelyn, to Mr. Philip Easton Bailey, of Camilla, the wedding to take place in June. No cards.

BROWN-JOHNSON

Mr. and Mrs. Charles A. Tish announce the engagement of their niece, Miss Sarah Elizabeth Brown, to Mr. Charles Walter Johnson, the wedding to take place June 15.

CHRISTIAN-SWIFT

Rev. and Mrs. T. J. Christian, of Elberton, announce the engagement of their daughter, Eugenia Lewis, to Mr. Thomas Madison Swift, Jr., the wedding to take place in June.

BROSNAH-COSGROVE

Mr. and Mrs. Daniel Joseph Brosnah, of Albany, announce the engagement of their daughter, Corinne Isabel, to Mr. Paul Francis Cosgrove, of Augusta, the wedding to take place June 17, at St. Theresa's Catholic church.

RENTZ-RAST

Mr. and Mrs. William Wilkes Graham, of Unadilla, announce the engagement of their sister, Miss Clara Louise Rantz, to Mr. Loy Edmund Rast, of Athens, the wedding to take place in June.

SCOTT-JOHNSON

Mrs. L. B. Scott, of Cordell, announces the engagement of her daughter, Lucille Camilla, to Mr. Allen Simmons Johnson, of Desoto. The marriage will take place at home during the month of June.

M'LAIN-BELFLOWER

Mr. and Mrs. John B. McLain, of Acworth, announce the engagement of their daughter, to Mr. James Arlie Belflower, of Atlanta, the marriage to take place in May.

JENKINS-BEASLEY

Dr. and Mrs. Matthew Kencham Jenkins announce the engagement of their daughter, Gertrude Margaret, to Dr. Benjamin Taylor Beasley, the wedding to take place in June.

MOORE-MALLORY

Dr. and Mrs. R. H. Black announce the engagement of their niece, Miss Cecil Alice Moore, and Mr. Arthur Eugene Mallory, the marriage to take place in early June.

MARKETT-POOLE

Mr. and Mrs. G. W. Markett, of Americus, announce the engagement of their daughter, Louise, to Mr. James Irving Poole, the wedding to take place in June.

BUTT-FITE

Mr. E. W. Butt, of Blairsville, announces the engagement of his daughter, Alma, to Mr. Burgess Beverly Fite, the wedding to take place at an early date. No cards.

SCHNEIDER-GRETTE

Mrs. A. Schneider, of Hawkinsville, announces the engagement of her daughter, Minnie May, and Mr. Martin Amorous Grette, of Savannah, the wedding to take place at home, June 10.

Mrs. Gray to Entertain

Miss Farrar

Mrs. James R. Gray will entertain at breakfast Thursday morning, April 20, at "Greystone" in compliment to Miss Geraldine Farrar. While the occasion will be informal it will also be one of the most delightful of the week, for besides the guest of honor a number of the great singers will be present.

Several beautiful parties will be tendered Miss Farrar, who is a great social favorite, during her stay in Atlanta.

Reception at Druid Hills Golf Club

Invitations have been issued to the reception and opening of the Druid Hills Golf club Wednesday afternoon, April 29, from 4 to 6.

Acting as hosts and hostesses of the occasion will be Mr. and Mrs. H. M. Atkinson, Mr. and Mrs. J. Carroll Payne, Mr. and Mrs. Milton Barnes, Mr. and Mrs. Ernest Woodruff, Mr. and Mrs. Lowry Arnold, Mr. and Mrs. Frank Adair, Mr. and Mrs. Thomas H. Paine, Mr. and Mrs. George W. Adair, Mr. and Mrs. John W. Grant, and Mr. and Mrs. Thomas B. Hinman.

BRIDE OF THE WEEK



—Home Photo by Lennox.

Formerly Miss Irene Lopez, the attractive daughter of Mr. and Mrs. David Hinton Lopez, whose wedding to Mr. McMillan was an event of Thursday evening.



Springtime Apparel

That's Truly Exquisite

---at Frohsin's

Isn't it significant that Atlanta's most smartly gowned belles and matrons are patrons of this store?

Master Designers have put an EXQUISITE touch and GRACEFUL beauty--to the Springtime Apparel that's now on view at FROHSIN'S!

Tomorrow is a good day for you to make a visit to FROHSIN'S--and see the very latest arrivals of Dresses, Suits, Coats, Wraps and Blouses!

FROHSIN'S---for Opera Dresses and Wraps!

We Do Not Charge
You for Alterations

FROHSIN'S

FIFTY WHITEHALL

Shriners to Give Ball at Auditorium

The ball given by the Yaarah Patrol at the Auditorium during the early part of the new year was so successful that it has been decided to repeat the interesting event.

Friday night at 8:30 o'clock, at Taff Hall will be the scene of another brilliant ball, the nobles will appear in white full dress uniform and will wear the fee.

A beautiful program of bright dance music has been arranged for the evening, and the auditorium will be decorated with flags and bunting and quantities of glowing plants and spring blossoms will make an attractive background for the dancers.

The reception committee will include Mr. Forrest Adair, Mr. Walter P. Andrews, Mr. John D. Simmons, Mr. George E. Argard, Mr. W. C. Stange, Mr. J. Beaumont, Mr. Hower C. Ashford, Mr. E. Van der Veer, Mr. C. W. Ferguson, Mr. H. H. Wilmer, Mr. John A. Hines, Mr. Charles E. Clark, Mr. John E. Orice, Mr. L. H. Geiger, Mr. John E. Tompkins, Mr. Albert T. Akers.

Mrs. Porter to Entertain Miss Porter will entertain at luncheon Wednesday at 12 o'clock at the Piedmont club in honor of Miss Virginia Porter, who is spending some time with her mother at the Hotel Ansley.

40-Inch Crepes A fortunate purchase enables us to offer you these new and beautiful cloths in nearly all the best colors, being shown elsewhere, at 50c. Very special at, yard..... 25c

Ginghams We will put on sale Monday morning 2,000 yards of regular 12 1/2-20 fine Dress Ginghams in all the most desirable colors and patterns..... 10c

Ladies' Hats A large shipment of the very latest styles in Pattern Dress Hats. These Hats would cost you from \$5.00 to \$6.00 in a regular millinery store. You buy them here at..... \$2.98

Mill Ends Another shipment of mill end Chambrays and Ginghams, the goods that sell regularly at 10c and 12 1/2-20: these at..... 8c

Ladies' Dresses From 50c to \$5.00. We show perhaps the best lines to be found in the city every one is in the latest model and all-wood..... 98c to \$5.00

Silks at 25c Just received 12 pieces of Stash silk and Cotton Mixtures in all the new colors. The Silks are well and unique give better wear than the same quality; yard..... 25c

Ladies' Shoes For the best grades of standard mass Shoes we can always show you a saving of 50 cents a pair, and our prices run from..... \$2.50 to \$3.50

Ladies' Waists We show some of the best values ever seen in exclusive styles, white, black and colors, at..... 98c

TAYLOR'S 240 Marietta St.

Perfect Refrigeration At Lowest Ice-Cost

By reason of perfect construction on approved scientific lines, the ALASKA REFRIGERATOR preserves foods perfectly with the use of less ice than any other refrigerator yet built.

Its system of cold DRY air CIRCULATION renders it absolutely odorless.

Alaska Refrigerators are shown here in many styles--opal glass, porcelain, enamel and zinc-lined; priced from \$8.50 up.

Dobbs & Wey Co.

57 N. Pryor Street

M. RICH & BROS. CO.

Queen Quality SHOES

REST EASY

When you put on a pair of Queen Quality shoes and start out to make some calls or to attend a party you do so with assurance.

Your feet are correctly dressed with Queen Quality shoes.

The dear critics cannot "pick you to pieces."

When they see Queen Quality they will have nothing to say except "Good-looking shoes," and that is due all wearers of Queen Quality.



Colonials

of unusual beauty and comfort, all wanted leathers, at prices ranging from \$4.25 to \$6.00.

M. RICH & BROS. CO.

JUNE WEDDINGS

Do not delay longer in placing orders for engraved invitations. Our samples represent the very latest shapes and forms that have been accepted by refined and fashionable society.

WE LEAD in originating artistic effects with fine material. Our prices are the lowest. Send for samples, which will be supplied free of charge. J. P. STEVENS ENGRAVING CO., Wedding Stationery Engravers, 47 Whitehall St., Atlanta, Ga.

Silver For The Bride Elect

The Gift from Haynes carries with it a prestige and a guarantee of excellence which means pleasure to the recipient and satisfaction to the giver.

We have consistently adhered to the policy of maintaining the highest standard in our wares, no matter how small or large the price may be.

Our stock of silverware is almost limitless. In the variety of wedding gift suggestions almost everything, from the small spoon or fork at \$1.50, to the handsomest tea service, is represented in our showing of silverware this season.

Come and see the wonderful collections our cases contain.

Eugene V. Hayes Company
Jewelers 49 Whitehall St.
The Best Silver House in Dixie

THE MORNING

The morning, that's full of such good green talk;
The morning, that gets you up fresh for a walk;
The morning, that fills you with dew for your eyes
And the beautiful silver and gold of skies.

The morning, the morning.
Still humming a tune
Of the green dreams of morn
In the gardens of June.

The morning, that's fresh with such wonder of light;
The morning, that folds back the curtain of night;
That puts on a raiment of silver and dew

And sits by a stream singing gladness to you.
The morning, the morning.
That sees things so clear,
Their laughter and sweetness
And beauty and cheer.

The morning, that's rich with such wisdom of trees,
And infinite playing of pipes of the breeze,
And whirling and drifting of shade and of shine;

The morning, that's full of such beauty of wine.
The morning, the morning.
That makes you believe
There's nothing to sigh for
And nothing to grieve.

Dinner to Visitors

Mr. and Mrs. A. M. Beatty entertained at dinner Tuesday evening for their sister Mrs. Bartels, of Cincinnati, and for Mrs. J. C. Piersen, of Condit, Ohio, the guest of Mrs. A. S. Wilson, who is enroute home after spending the winter at Miami, Fla.

Those present were Mrs. Bartels, Mrs. Piersen, Mr. Clarence Barnes, Miss Mary Bartels, Mr. and Mrs. A. S. Wilson and Mr. and Mrs. A. M. Beatty.

INHERITS FATHER'S SKILL IN HORSEMANSHIP

FRANK INMAN, JR.

Master Inman acquired the plaudits of the large crowd witnessing the recent pony show and gymkhana races held at the Piedmont park, by his clever handling of the tiny pony, which he entered. He is the little son of Mr. and Mrs. Frank Inman.



Allen's Greatest Achievement in Progressive Suit and Dress Selling

Tomorrow morning--just a week in advance of Grand Opera, when everyone will be wanting a new suit or a new dress--we shall begin selling Suits and Dresses--such Suits and Dresses, and at such prices, that no woman may go without for any reason.

Tomorrow we begin a stupendous sale of High-Grade Silk and Wool Suits and Silk Dresses--the greatest it has ever been our privilege to announce.

More Than One Thousand Suits For Your Selection

A very large portion of this number, just arrived, were bought in tremendous lots and at the great price advantage which enables us to give you the equal advantage of the selling price.

Positively, many of these late arrivals are very duplicates of the Suits which we were forced to ask almost double the price for in our earliest spring offerings--for it is in the course of business that the buying price makes the selling--and, this is controlled by the manufacturers--and before that, the weavers.

In accordance with with due consistency, we have REDUCED PRICES ON ALL SUITS IN OUR STOCKS--regardless of the former cost--that they may conform in price as well as quality and style, with these Special Suit Values just arrived.

Gabardines, Prunellas, Serges, Poplins, Taffeta, Moire and Faille Silk Suits

All New Colors and Novelties--Black, Navy Blue, and Black and White Checks in abundance.

All Fine Imported Silk and Novelty Suits Specially Priced for This Sale

\$16.75	\$21.75	\$29.75	\$39.75	\$49.75	\$59.75	\$75.00
\$20.00 and \$22.50 SUITS	\$25, \$27.50, \$30 and \$35 SUITS	\$35, \$40, \$45 and \$50 SUITS	\$47.50, \$50, \$55, \$60, \$65 SUITS	\$55, \$60, \$65 and \$75 SUITS	\$75, \$85, \$87.50 and \$95 SUITS	\$97.50, \$100, \$125 and \$135 SUITS



100 More Silk Dresses in Late Purchase to Sell for \$14.75

Never have women been able to buy silk dresses of fine quality and very ultra styles for the very small sum of \$14.75. The quality is in the silk--the guaranteed quality that you would choose if buying the same by the yard. Styles are the latest confirmed fashions with all the newness of admitted bouffant fancies, and all the grace of accepted draped, flounced and frilled arts.

Soft Crepe Meteors, fine Chiffon Taffetas, Georgette Crepes, plain and flower printed. Many of these dresses are most artistically fashioned, with chiffon draped blouses, or with lace bodices beautifully draped in the evening styles.

Special Preparations for the Dancing Season and Grand Opera

Beautiful evening models--in White Taffeta and evening shades--in soft crepe and meteors. These Dresses have values up to \$35.00

\$14.75

J. P. ALLEN & COMPANY

51-53
Whitehall



Easy to KEEP CLEAN inside and out; no nooks, crevices, cracks or corners to collect grease, dirt or germs.

Leonard Cleanable One-Piece, Porcelain Lined Refrigerator

aids your family to stay healthy. Nobody can properly digest tainted food. Perfect, continuous dry, cold air circulation, keeps the food wholesome.

You need this refrigerator for food purity, cleanliness, health and ice economy.

LEONARD CLEANABLE Refrigerators are lined with one-piece of pure white porcelain, fused on steel. As clean as a piece of snow-white Haviland china.

To learn the difference between a genuine Leonard Cleanable, and an imitation, call at our store. We are also Agents for the Famous Eddy Refrigerators \$12.50 up

How Many Corners in Your Home?

The Wizard Triangle Polish Mop gets in everywhere. No matter how high, low or out of the way. No stooping--just ease and comfort. Keeps every spot and corner as bright as the center of the floor.

Miss Brownell is demonstrating the Wizard Mop at our store all this week. Be sure and see it.

Prices \$1 and \$1.50

Wizard Oil 25c and 50c

Wizard Dust Cloths 25c

Special Inducement On All Screens Monday Only A Saving of 25c on Each Door

Ours are the Continental Screens, fresh from the factory. Nice, clean, clear goods--free from knot-holes and fleeciness.

15c Doors	1.00
25c Doors	1.25
35c Doors	1.50
45c Doors	1.75
55c Doors	2.00
65c Doors	2.25
75c Doors	2.50
85c Doors	2.75
95c Doors	3.00
105c Doors	3.25
115c Doors	3.50
125c Doors	3.75
135c Doors	4.00
145c Doors	4.25
155c Doors	4.50
165c Doors	4.75
175c Doors	5.00
185c Doors	5.25
195c Doors	5.50
205c Doors	5.75
215c Doors	6.00
225c Doors	6.25
235c Doors	6.50
245c Doors	6.75
255c Doors	7.00
265c Doors	7.25
275c Doors	7.50
285c Doors	7.75
295c Doors	8.00
305c Doors	8.25
315c Doors	8.50
325c Doors	8.75
335c Doors	9.00
345c Doors	9.25
355c Doors	9.50
365c Doors	9.75
375c Doors	10.00
385c Doors	10.25
395c Doors	10.50
405c Doors	10.75
415c Doors	11.00
425c Doors	11.25
435c Doors	11.50
445c Doors	11.75
455c Doors	12.00
465c Doors	12.25
475c Doors	12.50
485c Doors	12.75
495c Doors	13.00
505c Doors	13.25
515c Doors	13.50
525c Doors	13.75
535c Doors	14.00
545c Doors	14.25
555c Doors	14.50
565c Doors	14.75
575c Doors	15.00
585c Doors	15.25
595c Doors	15.50
605c Doors	15.75
615c Doors	16.00
625c Doors	16.25
635c Doors	16.50
645c Doors	16.75
655c Doors	17.00
665c Doors	17.25
675c Doors	17.50
685c Doors	17.75
695c Doors	18.00
705c Doors	18.25
715c Doors	18.50
725c Doors	18.75
735c Doors	19.00
745c Doors	19.25
755c Doors	19.50
765c Doors	19.75
775c Doors	20.00
785c Doors	20.25
795c Doors	20.50
805c Doors	20.75
815c Doors	21.00
825c Doors	21.25
835c Doors	21.50
845c Doors	21.75
855c Doors	22.00
865c Doors	22.25
875c Doors	22.50
885c Doors	22.75
895c Doors	23.00
905c Doors	23.25
915c Doors	23.50
925c Doors	23.75
935c Doors	24.00
945c Doors	24.25
955c Doors	24.50
965c Doors	24.75
975c Doors	25.00
985c Doors	25.25
995c Doors	25.50
1005c Doors	25.75
1015c Doors	26.00
1025c Doors	26.25
1035c Doors	26.50
1045c Doors	26.75
1055c Doors	27.00
1065c Doors	27.25
1075c Doors	27.50
1085c Doors	27.75
1095c Doors	28.00
1105c Doors	28.25
1115c Doors	28.50
1125c Doors	28.75
1135c Doors	29.00
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1185c Doors	30.25
1195c Doors	30.50
1205c Doors	30.75
1215c Doors	31.00
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1245c Doors	31.75
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1365c Doors	34.75
1375c Doors	35.00
1385c Doors	35.25
1395c Doors	35.50
1405c Doors	35.75
1415c Doors	36.00
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1435c Doors	36.50
1445c Doors	36.75
1455c Doors	37.00
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1475c Doors	37.50
1485c Doors	37.75
1495c Doors	38.00
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1515c Doors	38.50
1525c Doors	38.75
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1605c Doors	40.75
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1625c Doors	41.25
1635c Doors	41.50
1645c Doors	41.75
1655c Doors	42.00
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1845c Doors	46.75
1855c Doors	47.00
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1875c Doors	47.50
1885c Doors	47.75
1895c Doors	48.00
1905c Doors	48.25
1915c Doors	48.50
1925c Doors	48.75
1935c Doors	49.00
1945c Doors	49.25
1955c Doors	49.50
1965c Doors	49.75
1975c Doors	50.00
1985c Doors	50.25
1995c Doors	50.50
2005c Doors	50.75
2015c Doors	51.00
2025c Doors	51.25
2035c Doors	51.50
2045c Doors	51.75
2055c Doors	52.00
2065c Doors	52.25
2075c Doors	52.50
2085c Doors	52.75
2095c Doors	53.00
2105c Doors	53.25
2115c Doors	53.50
2125c Doors	53.75
2135c Doors	54.00
2145c Doors	54.25
2155c Doors	54.50
2165c Doors	54.75
2175c Doors	55.00
2185c Doors	55.25
2195c Doors	55.50
2205c Doors	55.75
2215c Doors	56.00
2225c Doors	56.25
2235c Doors	56.50
2245c Doors	56.75
2255c Doors	57.00
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2305c Doors	58.25
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2605c Doors	65.75
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2635c Doors	66.50
2645c Doors	66.75
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2675c Doors	67.50
2685c Doors	67.75
2695c Doors	68.00
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2785c Doors	70.25
2795c Doors	70.50
2805c Doors	70.75
2815c Doors	71.00
2825c Doors	71.25
2835c Doors	71.50
2845c Doors	71.75
2855c Doors	72.00
2865c Doors	72.25
2875c Doors	72.50
2885c Doors	72.75
2895c Doors	73.00
2905c Doors	73.25
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2985c Doors	75.25
2995c Doors	75.50
3005c Doors	75.75
3015c Doors	76.00
3025c Doors	76.25
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3045c Doors	76.75
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3065c Doors	77.25
3075c Doors	77.50
3085c Doors	77.75
3095c Doors	78.00
3105c Doors	78.25
3115c Doors	78.50
3125c Doors	78.75
3135c Doors	79.00
3145c Doors	79.25
3155c Doors	79.50
3165c Doors	79.75
3175c Doors	80.00
3185c Doors	80.25
3195c Doors	80.50
3205c Doors	80.75
3215c Doors	81.00
3225c Doors	81.25
3235c Doors	81.50
3245c Doors	81.75
3255c Doors	82.00
3265c Doors	82.25
3275c Doors	82.50
3285c Doors	82.75
3295c Doors	83.00
3305c Doors	83.25</

BRIDE OF THE PAST WEEK



Formerly Miss Addie May Gibson, whose wedding to Dr. Justin Lowe Jackson was a beautiful event of the past week in Savannah. Mrs. Jackson, who graduated during the past May from Cox college, has been the frequent guest of relatives in the city, and has many friends who will be interested in the news of her recent marriage.



In Patent Leather, with gold back, at \$7.00. In Gun Metal with gray suede back at \$6.



In Patent Leather and Gun Metal at \$5.00.

New Styles and Lasts in Shoes at Allen's for Spring

We have many new Pumps, Colonials and Oxfords, in all leathers and fabrics, which have just been received.

The style for this season calls for light soles in Colonials, with the colored backs and with the straps, which we can fit you in without any trouble. One of the new shoes we have received is a Colonial pump with a leather Cuban-French heel, which we are selling at the special price of \$4.00 a pair.

The new "Mary Jane" Pumps we have at \$3.00 and \$4.00 a pair.

These and many other styles from \$4.00 to \$8.00 a pair.

Several dancing classes are now going on and you will possibly need ballet slippers. Come in and let us fit you, for we have a pair for everyone.

J. P. ALLEN & CO.

51-53 WHITEHALL



In Patent Leather and Gun Metal, with leather Cuban-French heel at \$4.00.



In Patent Leather at \$3.00 and \$4.00.

WEDDINGS

Branch-Willis

A quiet wedding occurred Thursday afternoon at 4 o'clock when Miss Martha Willis and Mr. Edwin Broughton Branch, of Decatur, Ga., were united in marriage at the home of the bride's mother, Mrs. Mattie Willis.

The house was attractively decorated with a profusion of cut flowers and ferns.

In the hall, where punch was served by Misses Emma Converse and Estelle Raven, were French baskets of bride-maiden roses with pink tulle bows on the handles. The color scheme in the dining room was red and green, with red roses and geraniums were on the mantel, while the buffet held lighted green candles.

The parlor, where the ceremony was performed, was transformed into a garden of green and white. The bride and groom stood under a tower of similar placed directly in front of the mantel, which was banked with ferns; tall silver vases of Easter lilies were at each end and in between lighted green candles twinkled.

The ceremony was performed by Dr. Scruggs of Waynesboro.

Mr. and Mrs. Branch left on the 5 o'clock train for Jacksonville and other points in Florida and on their return will be at home in Decatur.

Windsor-McWhirter

The marriage ceremony of Miss Georgia Anne Windsor and Mr. G. Clifton McWhirter was solemnized by the Rev. G. Kelly, at the residence of the bride's father, Mr. N. A. Windsor.

Only the relatives and most intimate friends were present and the beautiful solemnity and quiet happiness of a home wedding characterized the occasion.

The bride wore her traveling costume of dark blue serge with hat to match, and carried a bouquet of bride roses and lilies of the valley.

Miss Windsor was given away by her father, while Mr. Bayne Gibson acted as best man. Miss Windsor is a beautiful girl of that rare blonde type and is very much admired for her charming personality and womanly traits of character.

The young couple left immediately after the ceremony for a wedding trip in Florida and will be at home to their friends at Vineville, Macon, Ga., after the 25th of April.

Clyatt-Littlefield

Miss Bessie Littlefield and Mr. T. N. Clyatt were united in marriage Wednesday morning, April 8, at the residence of Rev. John E. White.

Upon their return from a wedding trip to Florida Mr. and Mrs. Clyatt will be at home to their friends at 360 Ormond street.

Mrs. Robert Alston Describes Tag Day in Atlanta

The following interesting description of "tag day" was written for the women's department of The Journal by Mrs. Robert Alston.

On May 7 the crowds of grand opera will be gone, the streets will have a homelike look and as this will never do "tag day" comes to fill in the gap until the throng of school children come, so let us keep the ball rolling, for Atlanta can't have too much of a good thing! On the morning of Tag day every corner will be bright with maidens fair, ready to greet the passerby with "Zie-zie's a tag—buy a tag!" Which of you can pass heedlessly by? Only those of you who do not know what a tag purchase means and for those let me give a brief sketch of what that little red tag stands for, and what it has accomplished. Before Tag day Atlanta was blessed with one sheltering Arms day nursery, the only one in a town extending its activities and factories in every direction. Mothers crying for bread had no way of making it for their babies, no place to put their babies, while they earned an honest living in one of the great industries. But thanks to the Atlanta spirit and these tiny tags and

the location of what stand behind us today Atlanta has four day nurseries. LOCATION OF NURSERIES. These are in mill districts and two are conveniently located for working women. While you are sleeping, not dreaming, the doors are opened wide, smiling maids are sitting there with a cheerful greeting for the mothers and clean cribs for the babies. Play rooms and a good breakfast are ready for the little tots. Warm fires and their cheerful greetings, so with a heart free of little troubles, mothers go to their work secure in the knowledge that baby will have no want tonight. You will say, "tag won't you? It's really lots of fun! Atlanta believes in good investments. Big rates of interest are wanted by every man, and here is one sure way of getting it. Go to a day nursery, you will be welcomed and you will see what your dime—your quarter—your dollar or your penny is doing. See the smiles—hear the cooing laugh of childhood, and if you think your returns are good, then Mr. and Mrs. Atlantian—buy a tag, please!"

Stone Mountain Social News

STONE MOUNTAIN. Mrs. Ben F. Carter, who has been the guest of Mr. and Mrs. John W. McWhirter, has returned to his home in Atlanta.

Miss Anna T. Carter, who has been the guest of Mr. and Mrs. John W. McWhirter, has returned to her home in Atlanta.

Miss Anna T. Carter, who has been the guest of Mr. and Mrs. John W. McWhirter, has returned to her home in Atlanta.

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Nashville Social News

NASHVILLE. Miss Annie Johnson and Mr. John W. McWhirter were married Thursday afternoon.

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Club Entertained

Thursday afternoon the M. P. S. club was entertained by Mrs. A. H. Adams at her home on Leomin Avenue.

Mrs. O. P. Hodo won the prize, a hand-embroidered centerpiece.

The next meeting will be held with Mrs. J. T. Cowan, April 26.

Articles in Gold and Silver

We cater especially to a clientele who desire something different—something really and truly artistic—in perfect taste and of strictly the highest Quality—at a reasonable price.

See our beautiful display of Flat Silver, Platters, Tea Sets and Small Ware.

Davis & Freeman
Jewelers

Olives

Another Barrel of the finest, largest Queen Olives grown; per qt. 40c
Stuffed Manzanilla Olives, regular 10c; 45c
Six bottles for 50c
They always come in handy.

C. U. AND P. U.

Everybody's doing it. Doing what? Cleaning up. Getting ready for Grand Opera and the Shrines.

We have the goods and the prices are right.

Brooms

Atlanta made; heavy, fine straw. They're strong, too.

Dainty Dolly, regular 39c; special, each 39c.

Broom 12c; special, 12c.

Broom 22c; special, 22c.

Broom 22c; special, 22c.

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A Veritable Feast of Specials At Kamper's All This Week

20 lbs. Sugar

Pure Granulated Cane Sugar every order, per pound, amounting to \$2.50, excepting only Flour, Lard and Sugar.

Many Foods for the Season

TIME to get ready for Grand Opera. Stock your pantry shelves now with good things for the late lunch, as well as for the morning, noon and evening meals. Take advantage of these special removal prices to get the best of pure foods. There are many listed here, but there are others. Come to the store.

All Our Goods are Guaranteed.

Fruits, Preserves, Jellies, Jams

Gordon & Dilworth's Finest Preserves

The Standard for 57 Years.

In Pint Jars, regular 75c, 64c; In Quart Jars, regular \$1.25, \$1.50 and \$1.75.

In Consisting of the following varieties:

In Quarts: Blackberries, Raspberries, Strawberries, Apples, Peaches, Pears, Currants, etc.

In Pints: Blackberries, Raspberries, Strawberries, Apples, Peaches, Pears, Currants, etc.

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HANDSOME LITTLE BOY

SOME INTERESTING WEDDINGS

ANNOUNCEMENTS

Weitnauer-Denk

The wedding of Mr. Carl Weitnauer and Miss Annie Denk was a lovely event of Thursday evening. The marriage was solemnized in the German Lutheran church, the Rev. George Gilbert officiating.

The church was attractively decorated with Easter lilies, snails and palms. The bride's sister, Mrs. Carl Oelschlag, of Savannah, and Mrs. Miller LeBlanc, were matrons of honor. Miss Solena Brantly was maid of honor and the bridesmaids were Miss Louise Meunier, Miss Minnie Silver and Miss Mamie Blum.

The best man was Mr. Albert Weitnauer, a brother of the groom, and the groomsmen were Mr. C. L. Denk, Mr. Henry Meunier, Mr. Carl Oelschlag, of Savannah, and Mr. Henry French.

The bride, who was given away by her father, Mr. August Denk, was beautiful in white satin with overdrapery of primrose lace, and her hair was caught with a chaplet of orange blossoms.

She carried a bouquet of bride's roses and valley lilies.

After the ceremony a large reception was held at the home of the bride's parents, Mr. and Mrs. August Denk, of Decatur. The house was effectively decorated with Easter lilies, carnations and palms.

Mr. and Mrs. Weitnauer went to her father, Mr. August Denk, and his wife, who will be with them for several weeks and upon their return will reside in Smyrna.

Webb-Morton

A very interesting wedding was that of Miss Annie Morton and Mr. Theron Webb, both of Alpharetta, which was solemnized April 18 at the home of the bride's sister, Mrs. W. H. Cunningham, of Marietta.

Rev. T. T. Twitty, of Norcross, Ga., performed the ceremony.

Nalley-Shirley

The wedding of Miss Ruby Logan Shirley and Mr. Clarence Vaughn Nalley, of Alpharetta, was an event Tuesday evening, taking place at the Second Baptist church, Rev. John E. White officiating.

Among those present for the quiet ceremony were a group of friends from Atlanta, including Mr. and Mrs. J. D. McCollum, Dr. and Mrs. W. D. Martin, Mr. and Mrs. W. G. Jones, Miss Minnie Shirley and Mr. Earl Oliver.

Mr. and Mrs. Nalley are now at home to their friends in Gaitheville.

Ford-McLeroy

Mrs. P. M. McLeroy, of Newnan, announces the marriage of her daughter, Perle, to Mr. Al Charles Ford on Saturday, April 11.

Gannon-Smith

The marriage of Miss Isabel Marguerite Gannon and Mr. Robert H. Smith, of Macon, was solemnized with a nuptial mass at the Church of the Immaculate Conception Wednesday morning.

The only attendants were Miss Lydia Gannon and Mr. H. J. Gannon, sister and brother of the bride.

After a wedding breakfast Mr. and Mrs. Smith left for their home in Macon.

Jones-Green

(Special Notice to The Journal.) NEW ORLEANS, April 18.—Miss Edna Jones, head of the bond department of the Harris Trust company, of Chicago, Ill., Miss Green came here a few days ago to visit an aunt. The ceremony was performed by Rev. T. T. Twitty, of Norcross, Ga., performed the ceremony.

Anderson-Atkinson

Mr. and Mrs. J. E. Atkinson, of Seaside, announce the marriage, on Wednesday, April 8, of their daughter, Alla, to Mr. William Anderson, of Nelson.

Mr. and Mrs. Anderson will be at home to their friends after April 23, at Jackson.

Simmons-Howell

ROME—Miss Annie Howell and Dr. Robert Simmons were married Wednesday evening at the home of Mr. and Mrs. Robert Graves.

The wedding decorations were in white, green and silver.

Miss Howell and Miss Annie May Simmons attended the bride, and Dr. Lee, of Newnan, was the bridegroom's best man.

Miss Sophy Hughes and Miss Annie Johnston held the ribbons and Miss Juliette Graves was ring bearer.

Following an informal reception Dr. and Mrs. Simmons left for a wedding trip to Florida, after which they will be at home in Rome.

Abbott-Cason

ACWORTH.—Mr. Albert Jackson Cox announces the marriage of his daughter, Miss Anna Cason, to Mr. Malvin Abbott on April 8, at the home of the bride on Dallas street.

Mr. and Mrs. Abbott are at home on Main street in Cartersville.

Sullivan-Ramsey

CARLETON.—The wedding of Miss Edna Ramsey and Rev. T. M. Sullivan, of Comer, was solemnized Wednesday afternoon at 5 o'clock at the Methodist church, Rev. Irby Henderson officiating.

Immediately after the ceremony Mr. and Mrs. Sullivan left for Comer, where a reception awaited the young minister and his bride.

25, at the University club, at 2:30 o'clock.

The Parent-Teacher Association of Inman Park will hold a meeting Tuesday afternoon at 2:30 o'clock, in the school building.

The children of the fifth grade will present a play on "Summer Amusements," at the parents and children are urged to be present.

YOUNG WOMAN SUFFRAGE LEAGUE. A meeting of the Georgia Women's Suffrage League will be held at the Carnegie library, Wednesday afternoon, at 2:30 o'clock. Mrs. Frances R. Whitfield presiding.

All members are urged to be present. Important business is to be transacted. An interesting program has been arranged. Refreshments will be served. Most divisions will address the league.

PICTURES!

All sizes. Every conceivable subject. Sepia, black and white, reproductions of famous paintings and water colors. For every room in your home.

AND PICTURE FRAMES

From the severely plain to the highly ornamental. We frame any size any kind of picture quickly, artistically and reasonably.

Quick Mail Order Service

Southern Book Concern

(DAYTON)

71 Whitehall St. Right Near Hunter St.

Dalton Social News

DALTON.—Miss Ruth Horne, a popular student, whose wedding to Mr. Fred Hill Hudson, of Chickamauga, was an interesting event at the First Presbyterian church Sunday evening, April 28, at 8 o'clock, was guest of honor at a reception given by Mr. A. Benson and Miss Elizabeth Benson, at the home of Miss Benson on Thursday evening, April 29.

One hundred and fifty invitations were issued. Misses Jennie and Helen Miller will entertain at a dance at the home of Miss Benson on Thursday evening, April 29.

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Conyers Social News

CONYERS.—Mrs. Charles E. Reagan entertained the members of the first circle Friday afternoon and a number of other friends in a most delightful manner. The program was as follows: Vocal solo, "The Rose Tree," by Julia Childs, Miss H. D. Hewitt, Miss Katharine Smith, Mrs. H. G. Oliver and Mrs. J. H. Gannon. Interesting selections were read by Misses Jennie and Helen Miller.

Miss Sara Cannon entertained her sewing club Friday afternoon at her mother's home.

On Saturday Miss Cannon gave an Easter egg hunt for her Sunday school class.

Miss Nell Smith, of Tennille, is the attractive guest of Mrs. J. H. Gannon.

Mrs. Hannah Bryson has returned to Richland after a visit to her parents, Mr. and Mrs. Street.

Mrs. and Mr. L. D. Hootkin moved to Conyers from Tennille, Ga., last Saturday.

Miss Marion Swaine has returned from a stay of several months in Atlanta with her sister, Mrs. H. G. Oliver.

Miss Annie Parker has returned home from a visit to her parents, Mr. and Mrs. H. G. Oliver.

Mrs. Simpson is the guest of Mrs. Clyde Langford.

Mr. and Mrs. John S. Gannon and children, of Atlanta, are with Mrs. George W. Oliver.

The announcement of the engagement of Miss Annie Parker to Mr. H. G. Oliver, of Conyers, has been the subject of much interest.

Miss George W. Gannon, who was the bride's sister, was the guest of honor at the wedding.

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Southern Suit & Skirt Co.—Atlanta—New York—Southern Suit & Skirt Co.

Monday and Tuesday a Special Sale of

New Silk and Wool Suits

Savings Average a Third

Fresh from New York they came in Saturday. Smart, new suits of silk and wool. Tomorrow and Tuesday, you may buy them at substantial savings. The same fine materials, the same skilled needlecraft, the same rich finish in other stores would bring \$35. Indeed most stores would have to ask that price to make a profit. It is only the direct connection with our twenty-one leading New York factories that enables us to offer such values this early in season.

The Silk Suits at \$24.50

are decidedly unusual values at their price. Every new spring style is shown. Some are exclusive models never before offered below \$35.

Materials are rich moire silks, Tuscan silks, poplins, faille silks, crepes, etc. Oh, the beautiful shades—wistaria, helio, navy, Copenhagen, green, tango, royal gold and others. Surely the makers must have stolen the colorings from the rainbow, they are so pretty.

There's a subtle charm about these silk suits that make them desirable when one remembers the little price. This is impossible to describe the graceful effect of the delicate little frocks and flounces. You are sure to find a style that becomes you.

These coats are jaunty little affairs in Eton and blouse effects. Some have belt across the back. Some have set-in sleeves. There are novelty collars and cuffs, some lace trimmed, some finished plain. The skirts reveal all the new fashions, ruffles, tiers, tiered effects which make this season's suits so unusually attractive.

Smart serges, epingles, silk moire, taffeta in plain Copenhagen, black, navy, tango; checks, plaids and stripes, in the new tiered, flounced and ruffled effects. The accordion plaited tango dancing skirt in white, tango or navy is a very charming little affair.

Dainty crinkle crepes, Jap silks and voiles; lace trimmed and self striped. In Nile, Copenhagen, white, flesh, maize, with standing collars, soft roll collars and in other charming styles.

In the Corset Dept.

we are well prepared to serve you with any of the many new styles of standard make. As the effect of the costume depends largely on the shape and fit of the corset, we take particular pains to be sure shape and fit are right.

WE MAKE EXPERT ALTERATIONS WITHOUT ANY CHARGE

Southern Suit & Skirt Co.

"Largest Exclusive Women's Apparel Store in the South"

GEO. W. SEAY, President 43-45 Whitehall St.

These Spring Skirts Are Unusual Values at \$7.50 and \$9.85

Smart serges, epingles, silk moire, taffeta in plain Copenhagen, black, navy, tango; checks, plaids and stripes, in the new tiered, flounced and ruffled effects. The accordion plaited tango dancing skirt in white, tango or navy is a very charming little affair.

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Illustrates one of the Wool Dresses. Note the two-tiered effect of the skirt and the Medici Collar.

The Wool Suits at \$19.75

are splendid examples of how the greater buying power of this store is benefiting Atlanta women. We doubt if you could duplicate these suits elsewhere for less than \$30.

Gabardines, serges, wool crepes and novelty weaves. Every desirable spring shade. Some of the black and white checks are trimmed with moire flounces. Purchase of these suits is true economy, for you select from the very newest styles and at a most substantial saving.

The coats are jaunty little affairs in Eton and blouse effects. Some have belt across the back. Some have set-in sleeves. There are novelty collars and cuffs, some lace trimmed, some finished plain. The skirts reveal all the new fashions, ruffles, tiers, tiered effects which make this season's suits so unusually attractive.

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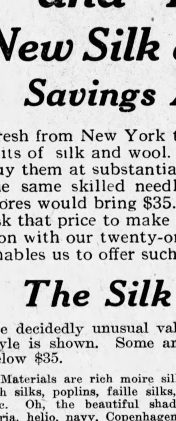
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we are well prepared to serve you with any of the many new styles of standard make. As the effect of the costume depends largely on the shape and fit of the corset, we take particular pains to be sure shape and fit are right.

WE MAKE EXPERT ALTERATIONS WITHOUT ANY CHARGE

Southern Suit & Skirt Co.

"Largest Exclusive Women's Apparel Store in the South"

GEO. W. SEAY, President 43-45 Whitehall St.

These Spring Skirts Are Unusual Values at \$7.50 and \$9.85

Smart serges, epingles, silk moire, taffeta in plain Copenhagen, black, navy, tango; checks, plaids and stripes, in the new tiered, flounced and ruffled effects. The accordion plaited tango dancing skirt in white, tango or navy is a very charming little affair.

Dainty crinkle crepes, Jap silks and voiles; lace trimmed and self striped. In Nile, Copenhagen, white, flesh, maize, with standing collars, soft roll collars and in other charming styles.

In the Corset Dept.

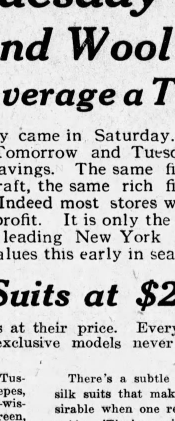
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GEO. W. SEAY, President 43-45 Whitehall St.



Illustrates one of the Wool Dresses. Note the two-tiered effect of the skirt and the Medici Collar.

The Wool Suits at \$19.75

are splendid examples of how the greater buying power of this store is benefiting Atlanta women. We doubt if you could duplicate these suits elsewhere for less than \$30.

Gabardines, serges, wool crepes and novelty weaves. Every desirable spring shade. Some of the black and white checks are trimmed with moire flounces. Purchase of these suits is true economy, for you select from the very newest styles and at a most substantial saving.

The coats are jaunty little affairs in Eton and blouse effects. Some have belt across the back. Some have set-in sleeves. There are novelty collars and cuffs, some lace trimmed, some finished plain. The skirts reveal all the new fashions, ruffles, tiers, tiered effects which make this season's suits so unusually attractive.

Smart serges, epingles, silk moire, taffeta in plain Copenhagen, black, navy, tango; checks,

Send the Goods.

ANNISTON

ANNISTON—Mrs. A. J. Goodwin was hostess at the Mothers' club on Wednesday afternoon. An interesting program on Bible stories was read by Mrs. Sam Morris.

Mrs. Goodwin entertained her neighbors and club on Wednesday morning at a home on Quaker street. After a game of dominoes, the guests enjoyed a delightful meal.

Mrs. T. V. Matthews entertained at a farewell on Monday afternoon in honor of her son, Mrs. Edward White, of Birmingham. Purple was the color scheme carried out in the decorations and refreshments.

Mrs. Margaret Bennett, of Birmingham, was a guest at the Country club on Monday afternoon. She was accompanied by a large number of friends of the young people.

Mrs. Mary E. Schuchter entertained at a beautiful party on Thursday evening in honor of her daughter, Miss Carrie French Turner, of Birmingham. Miss Turner was a guest at the party.

Mrs. Charles W. Schuchter, of Birmingham, was a guest at the Country club on Monday afternoon. She was accompanied by a large number of friends of the young people.

Mrs. Louise S. Farley entertained at a birthday party on Wednesday afternoon. Her guests included her mother, Mrs. Henry B. Oliver, of Birmingham, and other friends.

Mrs. Sarah and Mary and Miss Lottie, of Birmingham, were guests at a party given by Mrs. J. H. Smith, of Birmingham.

Mrs. Annie S. Saks entertained at a birthday party on Friday morning. Her guests included her mother, Mrs. J. H. Smith, of Birmingham.

Mrs. A. L. Ragland, of Atlanta, was a guest at a party given by Mrs. J. H. Smith, of Birmingham.

Mrs. Elizabeth Kline entertained a number of friends at a party given by Mrs. J. H. Smith, of Birmingham.

Mrs. William E. Owen entertained the Young People's club on Tuesday afternoon. Her guests included her mother, Mrs. Henry B. Oliver, of Birmingham.

Mrs. Charles Cook was a guest at a party given by Mrs. J. H. Smith, of Birmingham.

Mrs. Robert H. Jones has been visiting in Atlanta.

Mrs. Louise Hale has returned from a visit to her mother, Mrs. Bunkley, in Birmingham.

Mrs. M. C. Cross, of Birmingham, is the guest of her mother, Mrs. J. H. Smith, of Birmingham.

Mrs. L. L. Lohr has returned from a visit to her mother, Mrs. J. H. Smith, of Birmingham.

Mrs. H. P. DeWitt, of Louisville, is the guest of her mother, Mrs. J. H. Smith, of Birmingham.

Mrs. Samuel Kline, of Chicago, is the guest of her mother, Mrs. J. H. Smith, of Birmingham.

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PRETTY BRIDE-ELECT

The charming young daughter of Colonel and Mrs. W. V. Allen, of Thomaston, whose marriage to Mr. James Singleton Howell will be an event of the evening of April 30 at the First Methodist church.

Mrs. J. H. Smith, of Birmingham, is the guest of her mother, Mrs. J. H. Smith, of Birmingham.

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ASHEVILLE

ASHEVILLE, N. C.—Batter week has been the greatest of the season here. Three brilliant balls were given, one on Monday evening, at the Grove Park Inn, the second on Wednesday evening, at the Country club, and the third on Thursday evening, at the Country club. Several hundred guests were invited to the Grove Park Inn, which was the most elaborate of the three.

The hall room of the Inn was decorated with Easter lilies and glowing tapers. The guests reported many of the best, both in food and in service. The evening was a brilliant one. During an intermission the one who was the hostess, several figures of the occasion were seen in the hall. The guests were all in the best of spirits.

Several couples danced the Mazur, for a handsome prize, which was won by Miss E. D. Hoffman, of New York. Among the best of the dances were Miss Hoffman, of Asheville, dancing with Captain A. A. of Asheville. Miss Hoffman is one of the best dancers in the city.

In addition to the several hundred guests from the city, a large number of guests from the surrounding country were present. The evening was a most successful one. The guests were all in the best of spirits.

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FORSYTH

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Blakely Social News

BLAKELY—On Wednesday afternoon Mrs. Walter Thomas was hostess at a Easter party. Mrs. E. H. Shaw returned from a visit to her mother, Mrs. J. H. Smith, of Birmingham.

Where Southerners Will Find Excellent Accommodations.

At Leading New York City Hotels
Booklet at Our Information Bureau
ST. JAMES HOTEL
40th Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HOTEL SEVILLE

HOTEL SEVILLE
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

THE MADISON SQUARE

THE MADISON SQUARE
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

Hotel Marlborough

Hotel Marlborough
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

Hotel Blackstone

Hotel Blackstone
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

BUCKINGHAM HOTEL

BUCKINGHAM HOTEL
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

LONGACRE LAURELTON

LONGACRE LAURELTON
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HOTEL LE MARQUIS

HOTEL LE MARQUIS
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HOTEL ALBERT

HOTEL ALBERT
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HOTEL FLANDERS

HOTEL FLANDERS
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HOTEL GRENOBLE

HOTEL GRENOBLE
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HERMITAGE HOTEL

HERMITAGE HOTEL
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

New York's Only American Plan Hotel

New York's Only American Plan Hotel
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

HOTEL ARLINGTON

HOTEL ARLINGTON
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

Hotel Newton

Hotel Newton
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

ATLANTA'S BUSINESS CENTER

ATLANTA'S BUSINESS CENTER
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

United In

United In
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

ONE MAIN EXCHANGE

ONE MAIN EXCHANGE
21st Street, near Broadway
Only exclusive hotel for women
with bath, \$1.50 per day
\$1.50 per day

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The charming young daughter of Colonel and Mrs. W. V. Allen, of Thomaston, whose marriage to Mr. James Singleton Howell will be an event of the evening of April 30 at the First Methodist church.

Tuscaloosa Social News

TUSCALOOSA, Ala.—Mrs. Sydney Leach was the guest of her mother, Mrs. J. H. Smith, of Birmingham.

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EATONTON

—Photo by R. F. Lewis

Crawfordville Social News

**Look For
RED CROWN
ABE**

CRAWFORDVILLE.—Mrs. C. W. Gee spent Wednesday in Augusta.

Miss Mary Bristow, Miss Carmin Mitchell, Hazel Millon and Miss Louise Tucker will be the attractive visitors of Miss Sara Fanning, Washington, Ga., for the weekend.

Mr. and Mrs. W. C. Andrews spent a day in Atlanta this week.

Mrs. Emile Anthony, of Palm Beach, Fla., is visiting her mother, Mr. A. O. Holden.

Mrs. T. P. O'Connell is now making a visit to her daughter, Mrs. S. C.

week-end. Mrs. William Slade at Warthen Georgia.

Mrs. E. A. Harris entertained the Tuesday Afternoon Bridge club this week at her home in Landon.

Miss E. Chapman was hostess Friday afternoon of the Trail club. The game was played at four tables.

Miss L. Williams spent last week with friends and relatives in Dublin, Ga.

Miss Eula DuPre spent the week-end in the city of Atlanta with Mrs. J. Williams.

Mrs. S. M. Moye and son, John, left Friday for their new home in Atlanta, Ga.

Miss E. Henderson was a visitor from several days' visit to Mr. Frank Chambers in Toombsboro, Ga.

Miss E. Henderson was a visitor to Miss Etolise Chapman during the week-end.

Mrs. A. S. Chamble and little son, of Bar

*The Andrew Jergens Company
Spring Grove Avenue
Cincinnati, O.*

French Art Tick \$12.50

SOUTHERN SPRING BED CO
Atlanta, Ga.

Advertising in the Journal Sells the Goods

LOVELY YOUNG BRIDE



—Photo by Hirschberg & Phillips.

MRS. EDWIN BROUGHTON BRANCH.

Formerly Miss Martha Willis, of Valdosta, whose wedding to Mr. Branch, of Decatur, was celebrated during the past week at the home of the bride's mother. After a visit of several weeks in Florida, Mr. and Mrs. Branch will be at home to their friends in Decatur.

Locust Grove Social News

LOCUST GROVE.—Mrs. John S. Brown, accompanied by the L. G. hotel at a four-table dinner, next Wednesday afternoon in honor of Mrs. Claude Arnold, of Decatur.

Mrs. Walter E. Hubbard, of Cordele, is the guest of Mr. and Mrs. Bob Williams.

Mrs. J. W. Brown and little son, J. W., Jr., and Charlie, are visiting relatives in Barnesville.

Mrs. Foster Combs' room party was a delightful occasion to Mrs. Walter Hubbard, of Cordele.

Mrs. Annie Combs is in Atlanta, where she

is the guest of her sister, Mrs. Will Nelson.

Mrs. Della Smith has returned from a short visit to her sister, Mrs. Charles Eubanks, in Macon.

Mrs. Lorena Combs gave a delightful 4 o'clock dinner on last Saturday evening. Right friends of the best were present.

Mrs. Canby Eubanks, who has spent the past three months with Mr. and Mrs. M. F. Smith, has returned to her home in Macon.

Mrs. Claude Arnold, who has been the guest of Mrs. E. C. Brown, returned Friday to her home in Barnesville.

Mrs. Foster Combs' room party was a delightful occasion to Mrs. Walter Hubbard, of Cordele.

Mrs. Annie Combs is in Atlanta, where she

Comer Social News

COMER.—A delightful social affair of the week-end was the reception tendered Mr. and Mrs. Thomas Martin Sullivan, by the Women's Missionary society on Wednesday evening at the Katawissa in Comer.

Mediamen W. A. Leach, G. W. Whitehead, J. W. Johnston and Shirley related the large number of guests who called during the evening to attend the social wedding to Mr. Sullivan to her town and express help for a successful career to the young couple.

Mrs. Annie Combs and Robert Lattimer, of Athens, were recent guests of Mrs. Ed Lattimer.

ROME

ROME.—The last of the season's dances was given Tuesday evening at the Cherokee hotel by the members of the Nine o'clock German club. The hall room was elaborately decorated in palms, ferns and Easter lilies. A number of visiting young ladies added to the pleasure of the evening. Among them were Miss Marion Vandryke, of Atlanta; Miss Evelyn Green, of Atlanta; Miss Juliette Davidson, of Annapolis; and Miss Pugh, of Cleveland.

Miss Frances Snell, of Boston, was the honor guest at a large and delightful tea on Tuesday afternoon given at the Country club by her hostess, Mrs. Will Harkin.

Master Wingfield Glover gave an Easter party Monday afternoon.

Mr. and Mrs. Wade Hoyt entertained a congenial group of friends Tuesday evening in compliment to Mrs. Carden Warner, of Washington, who is the guest of her mother, Mrs. Clouston Mitchell. Bridge was played and a delicious course served at the close of the game. Spring blossoms decorated the home.

The club of the Niebelung was entertained Tuesday afternoon by Mrs. William Winston. At her attractive Easter Home home, Mrs. Charles Pitzer and Miss Elizabeth Norris gave interesting hour followed the program.

Little Miss Kettie Morgan gave a party Wednesday evening.

The Howell-Stimmons wedding was an event of Wednesday evening.

Mrs. Jennings and her pupils gave a performance Friday evening at the Little theater. Miss Jennings has been in the city conducting a dancing class for the past fortnight.

Miss Marion Vandryke came up from Atlanta to attend the Nine o'clock German Tuesday evening.

Mrs. Will Noel, of Cartersville, is visiting Mrs. W. S. McInerney.

Mr. and Mrs. A. M. Weatherly have returned from Florida.

Miss Evelyn Green, of Atlanta, is Miss Emily Arrington's guest.

Mr. and Mrs. T. D. Boyd are in Rockwood, Tenn.

Miss Gertrude Lee, of Birmingham, is visiting her sister, Mrs. A. Averett.

Mrs. Cornelius Terhune was hostess at a reception Thursday afternoon for Mrs. Charles Werner and Miss Frances Snell.

Miss Mary McClain has returned to Bremen.

Mrs. J. P. Thornton and little daughter have returned to Columbus after a visit to Mr. and Mrs. Stange.

Oxford Social News

OXFORD.—The English club of Kappa Alpha fraternity entertained beautifully at their chapter house on Saturday evening. Several out-of-town guests were present for the social.

The Delta Tau Delta fraternity was at home on Monday evening at their chapter house. The guests entertained at the evening were Miss Helen Burr and Miss Green, of Atlanta.

Miss Emily Melton gave a delightful luncheon to the reviewers' club on Wednesday, in honor of her guest, Miss Annie Gault, of Macon.

Mrs. J. S. Johnson was hostess on Thursday afternoon, entertaining the Kikare Klub. Delicious luncheon was served during the afternoon.

Mrs. D. M. Starr, of Calhoun, spent a few days of the week with her sister, Mrs. F. F. Starr.

Miss Annie Gault, who has been the guest of Miss Emily Melton, has returned to her home in Macon.

Mrs. Margaret Abernethy, of Macon, has returned home, after spending the week-end with Miss Edith McInerney.

Omaha Social News

OMAHA.—Miss J. C. McInerney is visiting relatives in Talbot county, where she has been on an extended visit to relatives near Rainbridge, has returned home.

Miss Maude Ruel went to Enfield, Ala., last Saturday.

Talbotton Social News

TALBOTTON.—Miss Miss Babson spent the past week with her cousin, Miss Julia Hall, on College street, Macon.

Mr. and Mrs. T. M. Babson left Wednesday for points in Texas.

Mrs. William J. Thornton is in Opelika.

Mr. L. A. McLaughlin left Monday for Jacksonville, called by the desperate floods of the river.

Mrs. John W. Lee, of Covington, will arrive during the week for a visit to Mrs. J. A. Bryan.

Mr. and Mrs. W. H. Traylor, of Atlanta, is visiting Mr. and Mrs. E. H. Hatcher, of Atlanta.

Mr. J. J. Brown and Mr. L. Smith, of Howard, are visiting relatives.

Fancy Goods Department
At ALLEN'S

Offer Some Very Exceptional Values

Boudoir Caps

Made of Crepe de Chine, in all colors, trimmed with pretty shadow laces and rose trimming; instead of the usual price, \$1.00, they will be..... **49c**

Sale of Opera Bags

Some of our imported bags which were exclusive in **Half Price** design; at.....

50c Handkerchiefs at 39c

Genuine Armenian Linen, with hand-embroidered initials and real lace edge; instead of the usual 50c price they will be..... **39c**

Kayser's Silk Gloves

Plain, Embroidered, Tucked and Shirred; in all modish colors—**\$1.00 to \$2.50**

Special line of Long and Short Cham- oisettes; in white and natural..... **50c**

Braid Pins, Back Combs, Barrettes for the Opera

We will display tomorrow the most elaborate line of **Jeweled Back Combs, Braid Pins and Barrettes**, in colored and white rhinestone, English Jet and hand-carved Tasmanian Shell Hair Ornaments—**50c to \$15.00**

Camisole Laces

Saturday's express brought us another shipment of pretty Camisole Laces in dainty designs, at—**25c, 39c, 50c**

Pearl Necklaces

Our Spring importation of Pearl Necklaces and Opera Chains has arrived. These are direct from the finest European manufacturers—**\$2.50 to \$50.00**

Spring Hosiery

McCallum's hand-embroidered and lace clocked Hose; up to..... **\$10.00**

Kayser's Italian Silk Hose, in every fashionable color, at..... **\$1.50**

The famous Allen Hose, recognized as the best Hose ever sold at..... **\$1.00**

Black, white, colors.

Guimpes and Blouses

Fancy net and lace-trimmed Guimpes and Blouses; regular 50c value..... **39c**

Sale of Fine Neckwear

Imported hand-embroidered and fancy Neckwear; values up to \$3.50..... **\$1.00**

J. P. ALLEN & CO. 51-53 Whitehall

Seeds and Plants for This Week

Gardening operations have gone forward steadily the last few days, and Friday and Saturday gave us a touch of real summer weather.

With summer so close at hand, seeding and planting cannot be delayed much longer. If you have not already begun, this week is the right time. If you have gone part way—it's time to finish up.

It's now absolutely safe to sow all sorts of vegetables and flowers, even the most tender ones. It's now absolutely safe to plant out tomatoes, peppers and eggplant in the garden; geraniums, coleus, salvia, etc., in the flower beds.

Let's all help make Atlanta a city clean and beautiful in 1914, not only for the visiting Shriners, but for ourselves as well, who have to see Atlanta all the year.

This cleaning up, painting up and planting flowers and vegetables is really worth while, from not only the civic beauty standpoint but the health saving, money-saving standpoint as well. Do your share this week!

Geraniums

Best French and American sun and heat resisting varieties. Strong, healthy plants, for bedding out now. 15 cents; 2 for 25 cents.

Salvia

Beds of our Salvia Splendens make a perfect blaze of scarlet in late summer and fall. Good plants for use now. 5 cents each; 50 cents dozen.

Coleus

Most aptly termed the "gardener's paint box," with their splendid shades and variegations which increase in brilliancy during hot weather. 5 cents each; 50 cents dozen.

Moon Flower

Makes very quickly the densest of shade for the porches exposed to the sun. Immense pure white flowers; open all night. 10 cents each; 3 for 25 cents.

Tuberoses

Always popular, with their delicious fragrance. Large size, sure blooming bulbs of the Double Excelsior Pearl variety. 15 cents dozen.

Gladioli

A superb range of shades and coloring, in Hastings' Mixed Gladioli, all the old gladioli having been discarded. You will like them. Dozen, 20 cents.

Dahlias

Big, healthy field grown roots of the best double Decorative and Cactus varieties. White, red, pink, yellow, purple and variegated. 15 cents each; \$1.50 dozen.

Sago Palms

Fine bulbs for starting now, direct from Japan. Make fine decorative plants for the home. Bulbs 1 to 7 pounds each. Price 15 cents pound.

Tomato Plants

Fine, healthy greenhouse grown; in fresh twice a day. Planted now will make delicious, large, smooth tomatoes in June. Best varieties, 20 cents dozen.

Sweet Pepper

Most everybody wants a few plants of sweet peppers in their gardens, for salad use or stuffing with meat. 25 cents dozen.

Eggplant

Hastings' large Purple Thornless, the fine, large, smooth, purple variety, grown all over the South. Plant a few in your garden. 25 cents dozen.

Sheep Manure

With flowers, lawn and vegetable planting, comes the question of fertilizer. Dry sheep manure is fine for all of them, and weedless. 100 lb. bag, \$1.50.

Stringless Beans

Stringy snap beans are a nuisance. Our strains of the Red Valentine and Stringless Green Pod are practically stringless. Pt. 15 cents; Qt. 25 cents.

McCasland Bean

Of Georgia origin, and the finest of all pole snap beans. Plant them along fence or trellis and they last all summer. Pkts. 10c; pt. 20c; qt. 35c.

Sweet Corn

Easy to have on a rich or well fertilized piece of ground. Country Gentleman and Stowell's Evergreen, the standard sorts. Pt. 10 cents; qt. 20 cents.

Lawn Grass

Hastings' Evergreen Lawn Mixture, like the plots in front of the Massachusetts Bulletin. For "patching" old or making new lawns. 20c pound; 14 pounds \$2.50.

Spring Time is
Cleaning Time

Time to clean your fur and winter clothes before laying them away. Time to clean the curtains, portieres, couch covers and rugs. Time to clean—hot wash—the blankets.

An ounce of prevention is worth a pound of cure.

OUR FRENCH
DRY CLEANING

is the best insurance against the ravages of moth. Phone us now to call for everything you have which needs cleaning.

French Dry Cleaning Company

JOSEPH MAY & SONS

109 PEACHTREE STREET

PHONES ATLANTA 4246.

BEKA. IVY 676-677-8770



DRY
CLEANING

DYEING

DRY
CLEANING

TALENTED YOUNG SINGER

TERMS TO SUIT YOU



The Haverty Convenient Payment Plan Is the Greatest Aid to Happy Home-Making

What HAVERTY Does

The Haverty Store furnishes houses complete from front porch to kitchen; furnishes them comfortably and attractively at lowest prices consistent with worthy quality, and on TERMS TO SUIT THE BUYER.

The Haverty Store presents an immense and widely varied stock to choose from, a collection that includes every good style in Furniture and Housefurnishings. Each individual taste can be pleased. The Haverty Guarantee of absolute satisfaction stands back of every sale and Haverty Service is assurance that every buyer is thoroughly pleased.

These are some of the reasons for the enormous and constantly increasing business of this establishment—reasons sufficiently good to influence wise buyers to bring every Furniture need to Haverty's.

YOU MUST BE PLEASED

MISS LALLA BRIGHT CANNON.

Miss Cannon is an Atlanta girl who possesses a very beautiful voice of unusual and bird-like sweetness. She recently appeared in a series of concerts given in Runford, which were among the very artistic events of the season. Miss Cannon has many friends in the city who will be delighted to learn of her success.

To Miss Hebert

Mr. and Mrs. Thomas H. Morgan will entertain at the dinner dance at the Piedmont Driving Club Tuesday of opera week, in compliment to Miss Dorothy Hebert, of New Orleans, La., who will be the attractive guest of Miss Elizabeth Morgan.

O. S. E. Club Entertained

Mrs. Howard D. Barber entertained the members of the O. S. E. club Friday afternoon at her home on Augusta avenue.

The club presented the hostess with a hand painted plate. The members of the club present were Mrs. Scott, Mrs. Starr, Mrs. Lindsey, Mrs. Ashworth, Mrs. Roberts, Mrs. Black, Mrs. Lawshe, Mrs. Orphum, Mrs. Halle, Miss Caldwell.

The visitors were Mrs. Aldman and Mrs. Robertson.

Mrs. Barber was assisted in entertaining by Miss Alva Barber.

Jubilee Union

The jubilee union of mission workers will meet Tuesday afternoon, April 21 at 2 o'clock, at the First Methodist church.

Mr. A. Sutherland, of the Battle Hill sanitarium, will give a talk on the children's ward.

Mrs. Ada Bell will speak on foreign missions and Miss Claxton, of the juvenile court, will also speak.

Mrs. Samuel Lumpkin, of the Atlanta Woman's Missionary association, will report on the work of the Travelers Aid, and Miss Alice Wingo will present the report of the Young Woman's Christian association.

Shiloh Day

Shiloh day will be observed by the Atlanta chapter, U. D. C., on Thursday afternoon, April 23, at 2:30 o'clock, in the Woman's club rooms on Baker street.

An elaborate program has been prepared. Prof. Joseph T. Berry will talk of Albert Sidney Johnston and the great conflict at Shiloh. Miss Margaret Carter will sing, and Mrs. Marion Jackson, who will sing, and Mrs. Marion Jackson, who will sing, and Mrs. Marion Jackson, who will sing.

Club Entertained

Mrs. Irbly Cooke entertained the members of the W. A. S. D. club Thursday afternoon, at her home on Grant street. A hand-made bodice cap was awarded high score.

The guests present were Mrs. John Allen, Mrs. J. H. Hooton, Mrs. W. Fuller, Mrs. Ed Nash, Mrs. J. F. Stewart, Mrs. A. G. Trout and Mrs. F. L. York.

The next meeting will be held May 6, with Mrs. W. Dixon, at her home on Brookline avenue.

Argentine Club Dance

The Argentine club gave a dance Friday evening which was one of the pleasant events of the week.

Those present were Miss Fannie Blanche Coleman, Miss Lorena Brotherton, Miss Minnie Goldstein, Miss Blanche Foster, Miss Dorothy Gregory, Miss Annie Louise Coleman, Miss Katharine Webster, Miss Mildred Harris, Miss Yolande Hall, Miss Pauline Hill, Miss Mammie Smith, Miss Allen, Mr. Roy L. Beavers, Mr. Gilbert Oge, Mr. J. W. Hill, Mr. Edwin Schare, Mr. James Coleman, Mr. Roy Manning, Mr. R. S. Cartledge, Mr. G. N. Beavers, Mr. Hugh E. Hill, Mr. Duane Barnett, Mr. G. R. Atkins, Mr. Roy L. Lewis.

The chaperones for the evening were Mr. and Mrs. Brotherton, Mrs. Frank Stevens and Mrs. George Bricken.

On account of opera, Friday, May 1, the club will have its next dance Tuesday evening, April 28.

All officers are requested to be present Wednesday evening, April 22, at 8 o'clock.

Third Ward Civic Club

The first of a series of entertainments which will continue throughout the summer, was given by the Third Ward Civic club on Wednesday at the Elks' club.

The hostesses were Mrs. F. V. L. Smith, Mrs. John Justis, and Mrs. Truay.

The prizes of the afternoon were won by Mrs. McCann, Mrs. Stoddard, Mrs. Elrod, Mrs. John Justis, and Mrs. Hinchcliff.

Cooking School

The Atlanta Chapter, D. A. R., will conduct a cooking school, beginning May 4 at the chapter house, from 10 to 12 o'clock. Mrs. S. R. Drall will be teacher.

Tickets for the course of six lessons are \$1 and may be obtained from Mrs. Charles Davis or Mrs. T. J. Avery, who have charge of the arrangements, or any of the chapter members.

Non-members will be cordially welcomed.

Birthday Party

Mrs. J. T. Rogers entertained, Monday afternoon, at an Easter egg event, in celebration of the sixth birthday of her little daughter, Lella Mae.

Vases of pink carnations and potted plants were used in decoration and all details were carried out in pink and white.

The prize for finding the largest number of eggs was won by, Lehman Duke.

Mrs. Rogers was assisted by Mrs. Frank Roughton, Miss Hope Wilder and Mrs. Prizel.

Those present were: Annie Lou Archer, Ruth Wilson, Louise Gay, Louise Banknight, Calvin Duke, Margaret Cochran, Evelyn Han-

nah, Dorothy Gonnell, Catharine Collier, Belle Bradford, Virginia Banknight, Elizabeth Kinnard, Pauline Rodgers, Clara Curtis, Bevie Gay, Jennie Beth Sheffield, Lillian Butt, Elizabeth De Saussure, Mae Alice Bennett, John Parkerson, Earl Bartlett, Jasper Bell, Frank Wilder, Charles Sangster, Carl Jones, Alex McNeill, Columbus Jones, Lehman Duke, Richard Butt, Mrs. Cochran and Mrs. Collier.

Embroidery Club Entertained

The members of the Inman Park Embroidery club on Friday afternoon.

Mrs. W. M. Fambrough, assisted in the entertainment of the guests.

The hostess presented with a gold and white dinner plate.

The next meeting will be held at the residence of Mrs. Harrie Branch, on McLendon avenue.

Candy Pulling

Friday afternoon at 2:30 o'clock the Julia Jackson Chapter, Children of the Confederacy, will give a candy pulling at Miss Hanna's school.

An enjoyable time is promised. The children's section, the auxiliary and their friends are cordially invited to be present.

Tickets will be 10 cents.

Tallyho in Memorial Parade

A conspicuous feature in the Memorial parade, April 27, will be the Vesper club decorated with Confederate flags and filled with the members of the Julia Jackson Chapter, Children of the Confederacy.

A seat in this tallyho will be 25 cents, and all desiring seats will please come to the school as soon as possible with Miss Elizabeth Hanna or Miss Mary Griffith.

The Vesper Club Dance

One of the events of the week will be the dance to be given by the Vesper club at their club room in West End, on Friday evening. All members are cordially invited to attend.

Egg Hunt

Mrs. J. P. Trammell entertained at an Easter egg hunt Monday afternoon in celebration of her daughter Dorothy's ninth birthday at her home in Kirkwood.

After an afternoon of pleasant games and the little guests were ushered into the dining room where dainty refreshments were served.

Little Miss Dorothy Hill found the prize egg and was awarded a candy.

Master Henry Britton was the dinner guest.

Those assisting in entertaining were Adams, Miss Mary Haygood and Miss Jewel Broderick.

Those present were Dorothy Trammell, Marjorie Trammell, Mary Lou Porter, Corinne River, Lillian Ashley, Alfred E. Eberly, Mrs. Burren, Harriet Niebel, Lucile Cassels, Dorothy Hill, Louise Laurie Cox, (Accompanied by Carolyn Clark, Lillian Milledge, Harriet Purs, Rosalie Bee, Jane Milledge, Jessica Loyne, Berrelle Browder, Richard Embry, Sherlie Hays, Jack Stovall, Richard Milledge, Harry Britton and Ned Killian).

Silver Tea

A silver tea will be given by Mrs. Mel R. Williams Tuesday afternoon, from 4 to 6, for the benefit of the Home for the Friendless.

A delightful musical will be given at 5 o'clock, in which the best talent of the city will participate.

The program will be as follows:

Mrs. "Madame Butterfly" Pucinini—Mrs. Jannigan.

"Grillen Schumann"—"Svan." Sant Sacas—Miss Peeples.

"Romance"—"Cul"—"Perpetual Mobile"—Mrs. Laurie Cox. (Accompanied by Mrs. Skibinsky).

800.00 Mahogany China Clock—half mirror—back—\$37.50

80.00 Mahogany China Clock—half mirror—back—\$37.50

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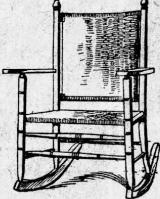
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80.00 Mahogany China Clock—half mirror—back—\$37.50

Haverty "Comfort" Porch Rocker



Rocker

\$1.95

Large, strong, comfortable, handsome, this natural Maple Porch Rocker is a real \$3.50 value; but, while present supply lasts, the price will be only \$1.95.

Dozens of other styles in Porch Rockers and Chairs at various prices—every one a splendid value. See the line.

Free



For "Clean-Up" Week

A big help for these "Clean Up" days — the famous Cedar Floor Mop given absolutely FREE this week, together with quart can of Cedar Compound Oil Polish, to every customer whose purchases amount to \$12.50 or more.

A Haverty Collapsible Go-Cart

\$6.50



All steel and leather with rubber-tired bicycle wheels—a handsome and splendidly serviceable cart and a real bargain at the price.

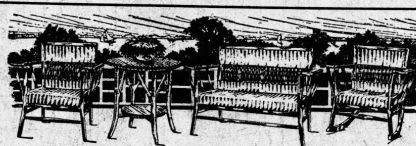
Many other styles in Haverty Go-Carts and Carriages, ranging in price from \$2.50 to \$45.00. Illustrated catalog free.

Rugs : Shades A Splendid Line

The Haverty Rug stock includes a fine showing of all grades from the inexpensive Ingrains to finest Royal and French Wiltons.

The new Orez Rugs for porch, hall or summer cottage are more attractive than ever. All sizes.

The Haverty Porch Shades let the air in but keep the glare out. Handsome and durable. Shown in various sizes.



Summer Porch Furniture

The Haverty "Kaiser" Porch Furniture is in high favor with those who appreciate artistic beauty combined with sturdy durability. Frames are of solid oak; seats and backs of "Kaiser" Fibre.

But pictured above (settee, rocker and chair) is \$25.00; Table is \$25.50. Finished in green, brown or natural finish.

Gas Stoves and Ranges



To the convenience and economy of cooking with gas is added COMFORT—a feature that becomes more and more desirable as the weather grows warmer and the coal range hotter.

Make your kitchen comfortable for the summer with a Haverty Gas Range or Stove. Best made in many styles, priced from \$10 to \$20. INSTALLED AND CONNECTED FREE.

This Swing \$3.50

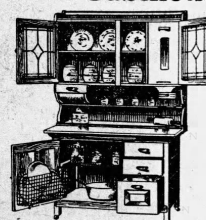


Lots of pleasure in a Porch Swing and every home should have one. Haverty's Porch Swings are the strong, well-made, comfortable kind. The style pictured above, in mission finish or natural oak, complete with chains and hooks, is \$25.00. Others at from \$3 to \$12.00.

Haverty's Kitchen Cabinets

More and more housewives are learning the advantages of a kitchen cabinet—the saving in time and labor, the convenience and cleanliness.

Haverty "Utility" Kitchen Cabinets represent all that's best in the modern cabinet. Thoroughly well made of selected materials and fitted with all latest improvements. Various styles, priced \$12.50 to \$20.00.



Basement Bargains

\$65.00 Mahogany Chiffonier reduced to \$39.50

\$42.50 Circassian Walnut Chiffonier special \$32.50

\$67.50 Mahogany Dresser this sale \$48.50

\$27.50 Quartered Golden Oak Dresser only \$19.50



\$48.50 Birds-eye Maple Dresser only \$39.50

\$65.00 Early English Buffet, this sale \$48.50

\$60.00 Mahogany China Clock—half mirror—back—\$37.50

THE HAVERTY Hygienic Refrigerator

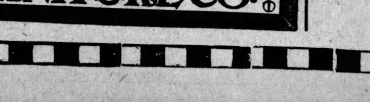
Two fundamentals of a GOOD Refrigerator: Perfect Preservation of Foods Economical Consumption of Ice

And on these two points the Haverty Hygienic Refrigerator scores highest.

Scientific construction creates constant circulation of cold, dry, pure air throughout the provision chamber and insures food preservation; thorough insulation from outside air causes ice to last longer.

Haverty Hygienic Refrigerators are made in many styles and assembled galvanneal steel linings.

Prices Range from \$7.50 to \$70 \$1.00 Down \$1.00 a Week



Basement Bargains

\$40.00 Quartered Golden Oak Buffet, only \$30.00

\$25.00 Baby Carriage; this sale only \$15.00

\$50.00 Mahogany Chiffonier, this sale \$37.50

\$40.00 Satin Finish Brass Bed, special \$27.50

\$55.00 Satin Finish Brass Bed, this sale \$35.00

\$48.00 Early English Dining Table, only \$27.50

\$50.00 Early English Pullman Davison port \$28.00

\$40.00 Quartered Golden Oak Buffet, only \$30.00

\$25.00 Baby Carriage; this sale only \$15.00

13-15 Auburn Ave.

THE HAVERTY FURNITURE CO.

Just Off Peach-tree

Georgia State League

Americus Wins Two Games From Valdosta

from a double-header from Valdosta were today by heavy slugging. Fifth inning in the first game netted the "Muckles" sixteen runs, while Valdosta was getting four. In the second

[illegible]

Furman	600 000 050-1	8	er of
Clemson	104 000 000-5	8	has ho
Batteries: Sims and Brown; Thomson			the la
Brown. Umpire, none.			again
Score:			

Virginia	...	...	...	010	000	100	2	...	...
Carolina	...	...	...	...	000	000	000	0	...
Durham, N. C.:	University of Virginia								
University of North Carolina,	O.								

Guilford College, 1.
 Princeton, 6; Brown, 2.
 Lafayette, 9; Tufts, 1.
 Yale, 5; Pennsylvania, 6.
 Lehigh, 9; Swarthmore, 1.
 Columbia, 6; Fordham, 2.
 Cornell, 13; Niagara, 2.
 Maryland Aggies, 11; Mount St. Joseph's college, 4.
 Michigan, 13; Alma, 1.

STANDING OF THE CLUBS		
SOUTHERN LEAGUE		
Atlanta	4	1st
New Orleans	4	2d
Chattanooga	4	3d
Mobile	4	4th
Montgomery	3	5th
Birmingham	3	6th
Nashville	2	7th
Memphis	4	8th
AMERICAN LEAGUE		
Chicago	6	1st
Cleveland	5	2d
St. Louis	5	3d
Pittsburgh	3	4th
Detroit	3	5th

Cleveland...	—	—	—	0	4	200
Philadelphia...	—	—	—	0	3	200

NATIONAL LEAGUE.

Club	W	L	T	P
------	---	---	---	---

City.	W.	L.	Pop.	from
Philadelphia	3	0	1,000	from
Brooklyn	3	0	1,000	ty no
St. Louis	2	3	400	of ac

Pittsburg	4	1	500	Geor
Chicago	1	2	300	little
Cincinnati	1	2	300	Th
Boston	0	2	500	coup
New York	0	2	500	with
				calco
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[illegible]

other race on in the matter of attendance. Atlanta led the league last season in the matter of attendance for the league season. We are out to win this

distinction again, and serve notice on the Barons that they had better keep on the hustle right on down the list. In the meantime, Atlantic fans and the

In the meantime, Atlanta local baseball association extends to President Baugh, Manager Molese and Birmingham fans hearty congratulations on beating a good town decisively.

[illegible]

ason, Cochran, Munn, Hanna, Durrmeyer,
home run, Bowden; sacrifice hits, Gam-
zales, Munn, Durrmeyer, Bowden, Wells.

bases on balls off Morrow 2. South
left on bases Macon 10. Albany 6; 10
by pitched ball. Smith by Morrow. Field

by South; hits off Villazon in 4
nings; off Morrow 6 in 5 innings; struck
out, Martin 5; Morrow 2; South 8; passed
ball Bowden; wild pitch Martin. Time
2:10. Umpire Lauzon.

IT'S GETTING POPULAR NOW

**Chattanooga, Tenn.
Jacksonville, Fla.**

Saved postal for handsome illustrated booklet and prices of our famous brand, illustrated savings and handy order blank.

Name _____

Express Office _____

Post Office _____

B.F.D. or St. _____ State _____

Texas Motorist Drove New Car Without Water

Purchaser of New Studebaker "Six" Drives Car Twenty-One Miles Without Putting Any Water in Radiator, but Motor Didn't Heat

Having waited several days for the arrival of his Studebaker Six, A. W. Smith, of Lockhart, Tex., was finally notified by the dealer that his car had just arrived in a shipment from Detroit.

Mr. Smith—an experienced motorist—went to the yards, helped unload his car, hastily poured in a couple of gallons of gasoline and a little oil, and started with several friends for San Antonio, where he was due to meet an I. and G. N. train.

The car went to run away with him on the Smith left it slip along in lively style, making 21 miles in 48 minutes over a fairly rough road. This pleased Mr. Smith, as the time is the best on record.

At San Marcos the train was reported as two hours late, so Mr. Smith rolled around to a garage and ordered the tanks filled to capacity. When this was done, an attendant suggested that the car, being new, might also need water. Much to the amazement of Mr. Smith, the attendant and several bystanders, the water ran straight through the radiator and out at the petcock at the bottom. Investigation showed that the car had not been supplied with a drop of water since the radiator had been drained, prior to the departure from the Studebaker plant.

The surprise of all hands was the more pronounced as the motor was not running hot and had not appeared to be in want of a drink, despite the fast running and the fact that the day, while cool for Texas, would have seemed midsummer to the average northern climber.

Friends of Mr. Smith, both in Lockhart and San Marcos, were so much about his new car that they had put it to a severe test, and modify the complacency with which he recounts the exploit of his new drive. The car has been dubbed by them as "Six's Gasoline and Water."

And the worst part of their predicament is the fact to obviate any possible chance of doing the same again, to provide eye-witnesses to testify to the fact that the feat was performed as recounted.

Mr. Smith is looking forward to a pleasant motoring season in a country where water is not always easy to get, where its lack has especially in the summer, brought about the confusion of many an automobilist.

Gordon Ready For Wake Forest

BAINESVILLE, Ga., April 18.—The next games of the Gordon baseball team will be played Wednesday and Thursday, when the Wake Forest college nine comes here for two games.

Wake Forest is considered a very great team, and Coach Van Tassel has selected a nine which he feels is his best practice for the Gordon team before their coming contest.

Whatever the result of the Wake Forest series, it will matter little to the Gordon team, as it is mainly for the practice that he will meet that Van Tassel has arranged the games.

The three star hurlers of Gordon are right in their prime now and their showing against the Greensboro will give a line upon what they can do against the strong prep that they will face later.

Coach Van Tassel is receiving great support, both from the players and from the student body, and as Gordon has a good looking for the prep team, the school spirit that has been evidenced so far, will go a long way towards winning this honor for the school.

THE FAN.
BY FULLERTON.
The baseball fan's a curious beast (or bird or fish or bug). He hopes they always strike like yeast and come down with a crash. He glugs his beer down each day and to the bleachers down each day. He criticizes every play and lots of language wastes. He buys some peanuts and some soap called "Tender" at the park. He bottles filled with lemon pop, some hot dogs that can bark. He pools his coin and sheds his vest and fires the first salute—a yell that drowns out all the rest; then settles down to root. He sits four hours in the sun and yells at every play. He tells them how to hit and how to save the day. He calls the umpire "That fellow's a robber and a yegg, and drives even harsher man and home he'll break a leg. And when the home team meets defeat, about 16 to 1, he swears an oath that he'll beat and vows that he is done. He calls them harder names and goes again. Next day, with two hits in his jeans, he's fighting to get in.

TAMP MADE RANDOLPH ROSE ALL HAVANA ARMOR GLASS 5 and 10 cents

Hupp Road Men Hold Meeting

Traveling Representatives of Company Meet to Get Points on Campaign Just Launched

The traveling representatives of the Hupp Motor Car company spent last week in conference with the various departments of the factory, getting full information in regard to the traveling men's campaign which has just been launched by the company.

During the course of the week, the representatives were taken through every branch of the business, and each man received the benefit of special consultation with the heads of the respective departments on all matters which might be conducive to the betterment of the particular field.

The convention wound up with a general session on Thursday at which the traveling men received final exhortation from the various department heads.

The heads of this campaign is a large newspaper appropriation, covering all the principal cities in the United States—backed up by bill posters, national magazines, motor papers and farm papers," said Advertising Manager P. J. Mooney.

"This does not mean merely the scattering broadcast of a quantity of newspaper space. For several weeks our dealers throughout the United States have been educated as to various points of the campaign, and in this advertising campaign in order to get out of it the greatest selling efficiency. Our traveling representatives have also been thoroughly imbued with the spirit of this campaign and will spread the Hupp mobile gospel through their respective territories to the dealer and to the consumer."

"We hear a lot of talk these days about the connection between selling and advertising, but I do not believe a bunch of traveling men ever left a motor car factory to be equipped to combine to a common end. This has been the biggest year in Hupp's history, and we feel that this campaign is not so much to insure the sale of our cars, but to show that they are already sold—but to co-operate with our distributors and sub-dealers, to get them all into the hands of the consumer, and to the height of the selling season. We are giving our dealers the assistance in our power before motor car buyers of this country. We intend to show why Hupp mobile is so universally liked; why it commands the respect of nations; why the thousands of Hupp mobile are in our slogan, that the Hupp mobile is the best car of its class in the world."

Valdosta Fans Await Opener

VALDOSTA, Ga., April 18.—The local baseball officials are planning a game against the Millionaires open up here against Brunswick on Monday. The Mayor has issued a proclamation declaring the day a half holiday. The president of the chamber of commerce has issued a similar proclamation and efforts are being made to get every merchant, retail and wholesale, to close for the afternoon of that day.

An automobile parade, headed by Mayor T. B. Converse, Jr., will be held at 2:30 and it is expected that fifty or sixty machines will take part. A band has been engaged for the afternoon.

Manager Harlow of the local team states that he will be ready to open up in his form, and interest in the team is keen.

Valdosta is out after the attendance trophy and unless plans miscarry, the town that wins it will have to turn out over 3,000 for that day.

Three Years: No Expense
All records of economical maintenance of an automobile are probably broken by the Studebaker car of Mr. A. Holman, of Cartersville, Mo. Mr. Holman has had his car three years, has driven it more than 17,000 miles, and has not paid a cent for repairs. The car is even now running on its original set of tires.

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Mackmen Don't Scare Griffith

Old Fox Believes and Says His Team Will Win—Says His Pitching Is Better

WASHINGTON, April 18.—Clark Griffith believes firmly that his time has come to be reckoned with in the awarding of the American league pennant. And since indications show no reason for discounting that belief, on several occasions he has been calmly close-mouthed when his hands have been put to the Boston Red Sox on a writ pitch.

"I've got the team now," he said, "and my players are the top players. They believe themselves stronger than either the Athletics or the Cleveland club, and that is just the way I want them to feel. Of course, when they say this they are counting on Walter Johnson winning his usual twenty-five games or more. Personally, I think he will do it with ease."

"Of course we can't get around the fact that the Athletics have a wonderful combination, but that old machine is going to crack some time and this may be the year. I believe we are stronger in pitchers than the champions and it is a clinch that we have it anybody in catchers. We'll give a pretty good account of ourselves at the bat, too," said Griffith.

Newnan Fans After Trophy

(Special Dispatch to The Journal.)
NEWNAN, Ga., April 18.—The meeting of the directors of the Georgia baseball league at Atlanta, Ga., today since a schedule for the approaching season was adopted. The season will open on Monday, May 4, and Newnan drew one of the opening dates, (Saturday) for the season in the opening contest, and already great preparations are being made for this same.

Owing to the fact that these two teams last season considerable rivalry is being shown, there is every reason to arouse widespread enthusiasm. Newnan is out to win the trophy offered by the league for the largest opening-day attendance, and local fans feel that they will be able to do so. Last season Newnan led the league in the opening day crowd, and the added accommodation, including 500 new seats, there is every reason to believe that this feeling will be justified when the opening day rolls around. Manager War Sanders has correlated the team, and he will have his team in great shape by the time the first game is to be played. Sanders is very much pleased with the way his boys are showing up, and confidently expects several of them will go higher by the close of the season.

Maxwell Sets Great Record

Officials of the Maxwell Motor company have just received word from California of the completion of a 500-mile non-stop contest won by a Maxwell "25" touring car. Entered by W. L. LaChance, Fresno distributor, the Maxwell car maintained an average speed of twenty-two and one-half miles per hour, for over twenty-two hours. The contest was held under the sealed helmet rule and the hood of the car was not raised during the 500 miles of the run. One of the remarkable features of the test was the lubricating oil being used and 13.7 miles being obtained to the gallon of gasoline.

Parts of the course over which the run was conducted consisted of hill country and the officials of the test expressed their admiration of the Maxwell car a record one under the conditions.

"Six" Wave in Europe
The "Six" wave in Europe, in former seasons, being chiefly large, cost, by creation, the influence of the light American "Six" is already seen in the latest designs of the manufacturers both in Great Britain and on the Continent. None of the new European "Sixes," however, are able to compete a price basis with American importations.

Baseball Suits at Wholesale, direct to teams. Shelley Ivey, 119 Peachtree St.

Of course, we could make more KELLY-SPRINGFIELD CASHGAS AND TUBES

Rembrandt and Rubens could have painted more pictures, too. But they wouldn't have been such good pictures.

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N. Car. League Opens Season Next Thursday

Managers of Six Clubs Well Pleased With Prospects, and Interest Among Fans Runs High—Asheville, Greensboro and Durham Get Openers

(Special Dispatch to The Journal.)
ASHEVILLE, N. C., April 18.—Going up Charlotte at Asheville, Winston-Salem at Greensboro and Raleigh at Durham, the lid will be pried from the second season of the North Carolina league of professional baseball clubs next Thursday afternoon. Everything is in readiness for the opening, and with favorable weather, thousands of fans will see the opening of the three cities which have been favored by the schedule makers, and which are fighting hard for big attendance records. Indicating the interest shown in the beginning of the race for the flag on this circuit, a special train will carry a contingent of Raleigh motorists to Durham for the initial conflict; chartered cars will carry Winston-Salem enthusiasts to the Gate City for the opener, and the Charlotte City will be accompanied to Asheville by a strong and lusty lunged delegation.

For the past month, ball fields in the six cities of the circuit have presented scenes of activity, players having been engaged, the season schedule drawn to the discard and driving the kinks from limbs which became stiff during the winter months. Pink slips have been distributed with care and each manager is optimistic. At this period in the season, inside dope from the fans of the six cities indicates that the league now boasts of six pennant winners, and the grade of ball played this summer will be faster than that of last year, all of the teams being stronger now than they were this time last year.

Four have returned for 1914: Earl Mack, at Raleigh; Charlie Glazney, at Winston-Salem; Bursley Emery, at Charlotte; James Kelly, at Durham. "Red" Owens, of last year's Durham team, will pilot Greensboro this year. Prominent additions to the line-up of this league, Manager Louis Cook, formerly of the Canadian league, who has been arranged at the cities which get the season's opening, and the presence of brass bands on the ball fields adding to the excitement of the season, indicate to the beginning of the second season. Prominent additions will be the first balls and many novel features will be carried on in connection with the opening of the league.

Want Those Goods Right Away
The horse cannot keep pace with modern business, THEREFORE

NABORIZED DELIVERY, THE ULTIMATE WAY

We are now in a position to solve your delivery problem for you, not merely to sell you a truck, but fit motor truck equipment to your particular need, and give you service that means the most dependable delivery equipment you can install. An entire two-story building is devoted EXCLUSIVELY to the MOTOR TRUCK BUSINESS, which enables us to give you

Equipment, Stability, Service

Mark Nabors & Co.

Motor Truck Specialists

Gardner Federal Republic

2 TO 10 TONS 11-2 TONS 1 TON

506 Whitehall Phone Main 529

Atlanta, Georgia

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Ford's Records Keep Rising

An Average of More Than Eleven Hundred Cars Per Day Turned Out for March

DETROIT, Mich., April 18.—Going up Production figures at the Ford factory at Highland Park, Mich., are shattering all records. Eleven hundred and more cars a day for twenty-six consecutive working days was the record in March. When the last car had passed the factory's doors on March 31, there had been 23,713 Fords built and shipped during the last car month of the year of which five were Sundays.

Those who have been following motor car production have become accustomed to think of the Highland Park factory as the place where more than 1,000 complete automobiles are turned out every day. These will now have to accustom themselves to the new slogan of "More than eleven hundred cars a day."

When these figures are being digested it should be kept in mind that every car as soon as built, is shipped to the waiting Ford agent. There is no storage room at the factory for there isn't any needed. The Ford factory, big as it is, has its hands more than full to build enough cars to supply the demand.

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FREE Motorcycle Service and Plenty of Air FREE GASOLINE
At 15 1-4c by purchasing coupon books for cash. All Standard makes and sizes of tires and inner tubes. Also a full line of Lubricating Oils and greases; Soaps, Polishes and Sponges. Presto-lights and Searchlight exchanges. If you have tire troubles call Bell Phone IV 2549: Atlanta Phone 2773.
OUR SERVICE IS FREE
J. F. CARROLL JOE C. JAMES
AUTO OIL & GASOLINE CO.
67-71 N. Forsyth Street. Open Day and Night

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This Happens Often
Big corporation out West uses a "battery" of cars. Tried one Hup. Threw out all the others; and made it all Hups.
Kept track of every cost—gasoline, oil, repairs, replacements—even deterioration.
Hup's One Cent a Mile
After six months they charged the Hup with a cent a mile deterioration. The other cars had gone backward three times as much. That was the last straw—the others went out and Hups came in.
This concern proved scientifically what every Hup owner knows by actual experience. Hups don't grow old in the ordinary sense. That's why they're worth more second hand. Talk to your Hup dealer about this.
Hupp Motor Car Company, Detroit
JOHN M. SMITH COMPANY
DISTRIBUTORS
120-22-24 Auburn Ave., Atlanta, Georgia. Phone IV 1521

Master "Six," 2 1/2

Let us give you the Chalmers Standard Road Test which proves every claim.

Chalmers Master "Light" Six Touring Car.....	
Chalmers Master "Light" Six.....	
Larger Master "Six," 24 or 5 passenger.....	

Many have waited for this day to come. They want a car of low first cost; yet a car of generous size and ample power. A light car, but not a little one.

Rubber Company
sive Tire and Rim Makers"

They were
a car of gold
A light car

A light car, but not a little one.

When you ride in the 1915 "Light Six" you can trust it. F axles are heat-treated steel with fold margin of safety. Gears a

John M. Smith Company

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"

253-255 Peachtree St., Atlanta, Ga.
Home Office and Factory : Akron, Ohio
Branches in all Large Cities

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The Atlanta Journal.

ATLANTA, GEORGIA.
Journal Building, 4 North Forsyth Street.
Entered at the Postoffice at Atlanta as Mail Matter
of the Second Class.
Daily, Sunday, Semi-Weekly.

JAMES M. GRAY,
President and Editor.

TELEPHONE:
Circulation Department 40 and 3000
Local and News Departments 666
For all other departments ask for Journal's
exchange—Main 2000.

The average married man knows what home
rule is.

Indications are that Huerta will pass an unpleasant
Sunday.

Now that the ladies are interesting themselves in
the bond issue, it's ten to one we'll get it.

For the Sake of Human Lives.

THE all important purpose of the Grady hospital
bond issue is the relief of human suffering, the
care of human health, the saving of human
life.

Is there a citizen in Atlanta who would turn
differently from the cry of a child in pain, or refuse
to answer a woman's call for help, or let a fellow man
die for lack of timely aid? The appeal of Grady
hospital is an appeal in behalf of hundreds of men
and women and children in distress—a cry to the
heart and conscience of this community. A vote
for the bond issue will be a vote for humanity; a
vote against the bond issue will be a denial of piteous
and tragic needs.

On the night of April the sixth there were two
hundred and seventeen patients in the beds at Grady
hospital. The normal capacity of the institution is
for only one hundred and eighty-eight patients. Every
day of the year all the wards are crowded, and it
frequently happens that scores of sufferers must
be turned away, simply because there is not an avail-
able foot of room. This is one reason why a bond
issue for the enlargement of the hospital is required.

The emergency operating rooms of the hospital
are now taxed beyond their capacity. This means
that persons in a desperate condition cannot receive
the attention they need. It means that lives which
might be saved will be lost, unless the city provide
more adequate facilities. That is another reason why
the bond issue is required.

The hospital now cares for an average of two
hundred bed patients a day with a nursing force of
fewer than forty for the entire four-and-twenty
hours. These nurses work faithfully, heroically, but it
is impossible for them to serve the needs of so
many patients. It should be noted, moreover, that
the hospital has no living quarters for its nurses.
They are stored away in odd corners, with none of
the conveniences or comforts to which their self-
sacrificing labor entitles them. If the hospital is
to meet its responsibilities, it must have more
nurses, and a nurses' dormitory—another reason
why the bond issue is imperative.

The urgent needs of the institution may be sum-
marized as follows:

- For outdoor clinic facilities, laboratory fa-
cilities and emergency operating rooms—\$100,000.
- For a nurses' dormitory—\$75,000.
- For wards for contagious diseases—\$50,000.
- For additional wards for white patients—
\$125,000.
- For wards for colored patients—\$125,000.
- For maternity wards—\$50,000.
- For pay wards (the only source of revenue)
\$150,000.
- For equipment and machinery such as a
laundry, kitchen, refrigerator and boiler rooms
—\$50,000.

And for the purchase of the remainder of the
hospital block to secure needed space—\$25,000.

The total expenditure involved is \$750,000, every
penny of which this city must bear. The need of
pain, the cure of disease, and the protection of the
community's most vital interests. With the exception
of the one item for pay wards, every dollar of the
fund will go to the aid of people who need hospital
attention but who have no money to buy it. The
main purpose of the pay wards is to extend the
service of the free wards and to relieve the city of
additional burdens in carrying forward the enlarge-
ment plans. It is conservatively estimated that the
revenue from patients who can secure the greater
Grady hospital will ultimately be sufficient to
cover the cost of all the improvements. Thus the
bond issue will be a public investment, rather than
a liability.

It will be, most of all, an investment in health, in
civil welfare and human betterment. It has been
truly said that no city can keep itself intact, any
more than an army, without effectively caring for
its wounded and sick. Grady hospital is the means
whereby which this city can secure its vital need.
Atlanta's wondrous growth in population and wealth
brings new responsibilities. A big city must live up
to big obligations. The call for a Grady hospital
bond issue is a challenge to this community's ideals.
Let us meet it in a spirit of loyal and enlightened
citizenship, remembering that each voter in the ap-
proaching bond election will write the destiny of
human lives on his ballot.

Incidentally Wilson is showing Huerta that he is
not the only dictator.

The per capita of Georgia candidates continues
to be about three to one.

After the primary, however, most of the candi-
dates will be also rats.

The Crisis.

The Mexican situation seems at last to have
reached a crisis, but a very different crisis from that
which might have developed, had our Government
been less far-sighted and deliberate in its course.
The President has spoken his final word to Huerta;
full apology for the Tampico incident must be offered
unconditionally and within the next few hours, or
the United States will resort to force. There is no
predicting what Huerta's response will be, but the
probability is that he will continue to parley and
squirrel, and in that event he will be brought to a
definite reckoning without further talk.

There is a distinct difference, however, between
the blockade or seizure of Tampico ports held by
Huerta's spurious government, and the sort of armed
intervention for which jingoes have long been clam-
oring. The issue that is now sweeping to a climax
is clearly between the United States and Huerta; it
is not between the United States and the Constitution-
alist, nor between the United States and the Mexican
people. The effect of our present course will be
to hasten the end of the dictator's regime, and to
clear the way for the restoration of peace and true
government in the republic.

The Administration has acted at the opportune
moment at the moment when action is necessary
and justifiable and when it is likely to lead to useful
results. The crisis that has now arrived promises
to simplify rather than further entangle the Mexican
problem.

"Americans continue to emigrate to Canada,"
Well, maybe they intend to work for annexation.

It will take something more serious than a war
with Mexico to make the price of baseball go down.
further.

About the most the Wilson critics can do is to
discount possible mistakes he may make at some
time in the distant future.

Georgia's Vital Interest— In the Drainage Congress.

Few enterprises enlist so broad a variety of in-
terests as does the National Drainage Congress,
which meets this week at Savannah. It appeals
with equal force to the scientist and the business
man, the physician and the farmer, the engineer
and the investor, the government official who is
studying the needs of the common country, and the
individual citizen who is seeking to advance the
welfare of his particular community. All parts of
the Union, and especially the South, are concerned
in the work the Drainage Congress has undertaken.
The South is interested in it because it represents
representatives of many different industries and many
States, by Congressmen, Senators and other officials
in the federal government; and there is reason to
hope that there will be a notably large delegation
from Georgia itself.

The purpose of the National Drainage Congress
is to bring about the reclamation of those vast tracts
of swamp and wet lands which are now a hindrance
to progress and a menace to health, but which can
be transformed into sources of wonderful oppor-
tunity for development. It is estimated that there
are some seventy-five million such acres in the
United States, an area more than twice as great
as that on which the South produces a billion dollar
cotton crop each year. Fifty million acres, or about
two-thirds of this land, lie in the Southern States;
and two million, seven hundred thousand acres of
swamp and overflow land are in Georgia. That
amounts to one-fourteenth of Georgia's entire area,
and exceeds more than a third of the area of Hol-
land, a country which supports a population twice
as great as Georgia's.

It is thus evident that the South has peculiar
reason to be interested in drainage enterprises, and
that Georgia is vitally concerned. In discussing the
importance of the approaching Drainage Congress,
Mr. Richard H. Edmonds says that the fifty million
acres of wet land in the South is now worth not
more than ten dollars an acre, or in the aggregate
not more than five hundred million dollars; but, if
drained at a cost of ten to twenty dollars an acre,
this land would be worth from seventy-five to
hundred dollars an acre, "and would yield annually
probably fifty dollars or more per acre, whether in
corn, cotton or other crops." Thus its value would
be increased from five hundred million to five bil-
lion dollars, or more. "Some time ago," says the
same writer, "an English banker, who had just re-
turned from Egypt where his firm was heavily in-
terested, told me that he had been buying cotton land
in Egypt and paying from three hundred to four hun-
dred dollars an acre for it. He did not think the
price unduly high." And yet this Egyptian land is
not equal to what a very large part of the mil-
lions of acres of wet land in the South will be when
drained.

The economic benefits that would accrue to Georgia
from the reclamation of its swamp and over-
flow lands have been strikingly set forth by Mr.
S. W. McCallie, the State geologist.

"It is well known," he says, "that both
swamp and overflow lands are, as a rule, re-
markably fertile, and when properly drained
and cultivated yield luxuriant crops. Lands of
this character in Georgia, where favorably lo-
cated, should bring a low estimate of fifty dollars
or more per acre, or fifty times the present
assessed valuation, as shown by the tax re-
turns. In case these lands were drained, the
State, instead of receiving, as it now does, an

annual income in taxes to the amount of \$12,500,
should receive six hundred and seventy-five thou-
sand dollars."

From a business standpoint, therefore, the State
would be well warranted in making such appropri-
ations as would be necessary to encourage the drain-
age and development of these lands. Increased re-
venue would more than reimburse the treasury for
the relatively small amount of money required for
this purpose. Furthermore, the benefits to agricul-
ture and commerce and public health would be in-
calculable. Swamp and wet lands are not only a
detriment to the interests of individual property
owners; they are also a drawback and a menace to
the entire community. They are chiefly responsible
for malarial diseases. Investigation by the Public
Health Service at Washington has shown that be-
tween August and November of last year there were
nearly ten thousand cases of malaria in Georgia,
and this number includes only the cases that were
reported by physicians. Proper drainage of swamp
and overflow lands would virtually eliminate this
costly disease.

How true this is, the records of Indiana, Illinois
and Iowa clearly demonstrate. In 1870 the death
rate from malaria in those States was fifty-two and
two-tenths per thousand; that was before they had
given any serious attention to drainage. In 1890,
after thousands of acres of swamp land had been
reclaimed, the death rate from malaria in the same
States was only eight and six-tenths per thousand.
These figures become most impressive when com-
pared with records from the east coast lands of
Georgia, South Carolina and Florida. In those regions,
the death rate from malaria was sixty-six and
two-tenths per thousand in 1870 and sixty-one and
seven-tenths per thousand in 1890. The fact that the
group of western States almost eradicated the dis-
ease within twenty years, while a group of South-
eastern States made such scant progress in that
direction is due mainly to the adoption of drainage
methods in the one case and the neglect of them in
the other.

The National Drainage Congress affords Georgia
and all the South a great opportunity to uphold
and conserve their material interests. This organiza-
tion represents potent influences and far-reaching
purposes. At the Savannah meeting it will consider
especially a plan to secure liberal aid from the fed-
eral government in reclaiming swamp lands. No
part of the country is so largely concerned in that
movement as is the South, and none will profit so
directly from its success. It is to be hoped, there-
fore, that Georgia and her neighbor States will be
well represented at the Congress, and that they will
join earnestly in the work the Congress seeks to do.

Every time a wise man makes a mistake he learns
something.

We naturally prefer to believe that people who
praise us are liars.

Cultivate the habit of listening, young man. It
will come in handy if you ever acquire a wife.

Experts are guided in their judgment of liquors
by their sense of smell—those who taste are more
or less misguided.

Editorials in Brief

European science says that ultra violet rays will
purify water. American experience shows that they
have made many a bachelor sewer out of all his vices
but did not drive out the water.

Now let us watch the men who have been cursing
the "ill-bred Mexican policy" of the Administration
play the game of politics, and that they will
set out for Tampico. If they are as good at
fighting as at oratory, no trouble could last long.
New York World.

An item in the Globe yesterday contained no
name, gave no street number, described no person,
but simply said there was a crook in Athens, and
five minutes after the paper was off the press Jude
Johnson was driven to whip the first reporter he
met.—Athens Globe.

"I have invested \$4,000 in my home," a man re-
marked to a friend the other day as they reached
his house. "It's a comfortable little house and I
will always be able to get my money out if I want
to. Don't you think it was a good investment?"
"Fine," the friend replied. "You have a mighty
attractive house. But you have neglected just one
thing, and that is to wait for the mortgage to be
paid off. The house looks bare. By spending
a few dollars for shrubbery around it you would
give it a setting that would be great."

It is a pity that the men who are in Kansas
City that might have been the subject of such a
suggestion. Men will make a large investment in a
house and then will fall to make the small addi-
tional investment in planting that would make the
big investment really effective. There is a charm
and sense of homelikeness about a house set in shrub-
bery and trees that are lacking in the house with-
out a setting. Rare, unbroken lines are hard
and forbidding to the eye, and the eye is not
building make it part of the landscape. They
"die" it to the ground and make it seem to grow
out of the soil. A house isn't really a home until
Nature is called into co-operation with it.—Kansas
City Star.

Ye idle exiles of the April sky
That wander in your pathless world, and out
Alone as they benefit of care and doubt;
Hark! ye are several times as many as you
The merry hedge that blooms, serene, about
The myrtle bowers? Dear April clouds, I see
Your ancient love of gray liberty
And the chief sufferer of the new discipline
Nor where, your twilight camp shall be
—H. B. MARSH.

Two Admirals at Tampico

BY HERBERT CORRY.

Two men will be in the spotlight when the North
Atlantic fleet reaches Tampico, one Rear Admiral
Charles J. Badger, who is in command. The other is
Rear Admiral Frank Friday Fletcher. If naval guess-
ers are right, Fletcher will succeed Badger when the
latter relinquishes his command somewhat later in
the month.

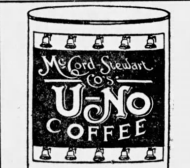
Badger has served forty-one years in the navy.
Twenty-four of those years have been at sea—which
is something of a record in these days of half-burning
coastal waters. He was a member of the United States
Navy from 1870 to 1890. He was a member of the
United States Navy from 1890 to 1900. He was a
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Save Side Panel Showing
Net Weight.
1-8 lb. 100 Votes
1-4 lb. 150 Votes
1-2 lb. 200 Votes
1 lb. 300 Votes
M. S. RINGER CO., Distributors.



12-lb. Sacks 500 Votes
24-lb. Sacks 1,000 Votes
48-lb. Sacks 1,900 Votes
WALKER BROS., Distributors.



"U-No" Brand good for 250 Votes.
Save Label.
"Stonewall" Brand good for 300 Votes.
"Breakfast" Brand good for 300 Votes.
Save Empty Cartons.



SAVE OUTSIDE WRAPPER
Good for 400 Votes.
Red Diamond Brand Eggs
Save Carton. Good for 10
Votes for Each Cent Paid.
WM. F. DONOVAN, Atlanta
Distributors



Save Entire Wrapper
Block's Kennesaw Biscuit,
Block's Graham Wafers,
Block's Lemon Snaps,
Any wrappers from Block &
Co.'s Crackers Good for
50 Votes



Save Front of Carton. 500 Votes
Small size 100 Votes
Large size 200 Votes

-- IN --
CASH
-- AND --
PRIZES

\$5,000.00

For Labels and Sale Slips in Journal's Merchants' & Manufacturers'

VOTING CAMPAIGN

PRIZES FOR ORGANIZATIONS

First Prize, \$1,500 Cash. Second Prize, \$1,000 Cash. Third Prize, \$500 Cash.
Fourth Prize, Kranich & Bach \$300 Baby Grand Piano. Fifth Prize, XVI Victrola, valued at \$200.

CHILDREN'S PRIZES.

First Prize, Pony Cart and Harness.
Second Prize, Pony Bridge and Saddle.
Other Prizes for Children announced later.

RETAIL CLERKS' PRIZES

First Prize, Twin Cylinder Flying Mercedes Motor-cycle.
Second Prize, Single Cylinder Motor-cycle.

Prizes are awarded, irrespective of districts, to contestants standing highest in their respective classes in Greater Atlanta (Atlanta and adjacent suburbs).

Enterprising Merchants Whose Sale Slips are good for 1 vote for each cent paid

E. H. CONE, Inc.
"A GOOD DRUG STORE"
60 WHITEHALL—19 N. PRYOR
Cash Register Checks and Receipts
Bills Good for Votes.

A. L. CURTIS, DRUGS.
35 West Mitchell St.
Cor. Peters and Haynes Sts.
Cor. Peters and Tremblay Sts.
Cash Register Checks on Sale
Slips good for votes.

JAMES PHARMACY
Cor. W. Peachtree and North Ave.
Sale slips Good for Votes
JAMES DRUG CO.
Peachtree, Pryor and Houston Store
Cash Register Checks Good for Votes.

BYRD PRINTING CO.
46-48-50 W. Alabama Street.
Lithographers, Printers, Binders,
Electrotypers, Steel and Copper
Plate Engravers.
Receipted Bills Good for Votes.

ELYEA-AUSTELL CO.
35 N. PRYOR
Automobile Supplies, Bicycles and
Supplies, Motorcycles and Supplies.
Save Receipted Bill or Cash Register
Check.

I. M. & R. D. BAME
64 Peachtree St.
VICTROLAS AND GRAMOPHONES
RECORDS
Ask for Voting Certificates.

GOLDEN EGG PRODUCTS



Save Front Panel.
50 Votes Each.



Save Cartons. 50 Votes
Each



SILVER LEAF LARD.
Save Guarantee. Label Inside of
Can.
Good for 500, 750, 1,500 and
6,400 Votes.
JEWELL COMPOUND
Good for 50 Votes for each cent paid.
SWIFT & CO.
Whitcomb & Burke Co., Brokers



Save Empty Can. Good for
100—600—1,400 and 5,500 votes
WHITCOMB & BURKE CO.
Brokers



At all grocers. Save top
of carton having name of
Sauer's. Small size good
for 100 votes. Larger size
good for 250 votes.



All Gold and Silver Bar Products Good for
250 and 500 Votes.
Save Labels.
M. L. SINGER CO.
Wholesale Distributors.



Save
Empty
Carton.
Good for
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"Look for the Tile Front Store"
J. E. HUNNICUTT & CO.
38-40 North Broad St.
Tile Floor, Tile Wainscote, Mantels,
Grates, Lighting Fixtures,
Receipted Bills Good for Votes.

STEINHEIMER CIGAR CO.
19 PEACHTREE ST.
Save Cash Register Checks.

CRUICKSHANK CIGAR CO.
Peachtree and Pryor; Forsyth Bldg.
Whitcomb and Mitchell Sts.
Ask for Voting Certificates.

CRYSTAL GELATINE



SAVE CARTON
Good for 100 Votes. All Grocers.
RAY & TIPTON, Brokers.



Packed in Cleanly Waxed Cartons.
Highest Quality You Can Buy.
SAVE WHOLE CARTONS
10c Size Count for 100 Votes.
25c Size Count for 250 Votes.
RAY & TIPTON, Brokers.

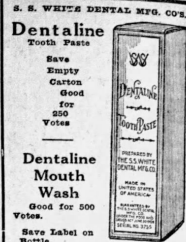


H. B. CIGARS
Save Bands. Good for 50 Votes.
Save Box Lids. Good for 1,250
and 2,500 Votes.
W. F. MILLS, Agt.,
255 Simpson St.



12 lb. sacks 500 Votes
34 lb. sacks 1,000 Votes
48 lb. sacks 1,500 Votes
WALKER BROS., Distributors.

-- IN --
CASH
-- AND --
PRIZES



All Sweet Violet Brands of Vegetables Good
for 10 Votes for Each Cent Paid.
Save Labels.
M. L. SINGER CO.
Wholesale Distributors.

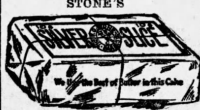
Randall Bros. COAL

Votes Given on
Action Jellies, Blue Gem, Anthracite
and Furnace Coals for

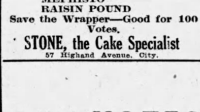
Domestic Use Only
Voting certificates will be issued
on purchase of coal for domestic
use only, and issued only on cash
payments or receipted bills.
W. B. Coal purchased for factory,
office buildings and steam coals not
good votes.

Main Office, Peters Building

Voting certificates given with Re-
ceipted Bills. Bill to be retained by
customer when stamped.



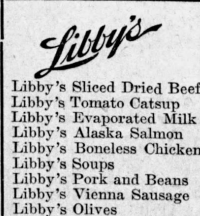
SAVE WHOLE CARTONS
Good for 100 Votes. All Grocers.
RAY & TIPTON, Brokers.



1,000 VOTES
New Product in Contest Dr.
Tasteless Cod Liver Oil
At All Drugists
\$1 Size, 1000 Votes; 50c Size,
500 Votes.
Save Entire Carton
Crown Sales Co.
Distributors.



Save Cartons—50 Votes Each



Save labels; good for 10
votes for each cent paid.
Libby, McNeill & Libby.

SCHUHE'S GRAPE JUICE



Save
Label.
Good
for
100,
150,
250,
500,
1,000
Votes.



Save Bands—Good for 100 Votes.
Save Box Lids—Good for 2,500 and
5,000 Votes.

Webster Cigar
Save Bands—Good for 100 Votes.
Save Box Lids—Good for 2,500 and
5,000 Votes.

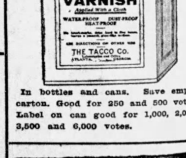
Oppenheim Cigar Co.
Distributors.



Save Cartons—50 Votes Each



A Varnish Applied with a Cloth



In bottles and cans. Save empty
carton. Good for 200 and 500 votes.
Label on can good for 1,000, 2,000,
3,500 and 6,000 votes.



The Powerful Disinfectant and
Cleaner 3 times stronger than Car-
bolic Acid. Use safe to use. All drug-
gists. 10c size, 100 votes; 25c size,
250 votes; 50c size, 500 votes; \$1.00
size, 1,000 votes.

Save Cartons.
Zarger size good for 10 votes
for each cent paid.
West Manufacturing Company, At-
lanta, Ga.

Whitcomb & Burke Co., BROKERS

Save labels; good for 10
votes for each cent paid.
Libby, McNeill & Libby.

Whitcomb & Burke Co., BROKERS

All Votes Counted on Burroughs Adding Machines—the Most Accurate Known
Contest opens January 19 and closes May 15 at 10 p. m.
For further information call or phone M. & M. Campaign Department of Atlanta Journal, Bell
Main 2000 or Atlanta 862.

A. D. GRANT, Campaign Manager.

C. B. ACKER, Associate Manager.

N THE ATLANTA JOURNAL

SUNDAY MORNING, APRIL 19, 1914.

9

NAT. T. P. A. OFFICERS DELIGHTED WITH NEW GA. MILEAGE SYSTEM

National Director Tomlinson
Writes That Happy Solution
of Question Is Aiding T. P.
A. Work in N. C.

"IT MEETS VIEWS OF THE TRAVELING MEN"

Secretary Andrews Says He's
Heard From All Sides—Finds
New Plan Most Acceptable
Solution of Problem

Editor Piring Line:
Permit me to express through the col-
umns of your valuable paper what I
believe to be the sentiment of a very
large percentage of the traveling men
of Georgia in regard to the recent ad-
justment of the mileage question. The
manner in which this operates was
made set forth in your last Sunday's
edition and it is not necessary for me
to attempt any further explanation of
the same.

Inasmuch as the mileage question has
been one that has probably been fore-
most in the minds of the active travel-
ing men for a long time, from the ex-
pression that I have heard from all
sides since this adjustment was reached,
it appears to be a solution that meets in
every practical way the views of travel-
ing men and the traveling public gen-
erally. In fact, I have already received
communications from high officials of
the T. P. A. expressing their grati-
tude and pleasure at what they regard
as the "Happy Solution" to a complex
question.

Mr. C. F. Tomlinson, of High Point,
N. C., and a member of the national
board of directors of the T. P. A., and
a man who will unquestionably be elect-
ed president at the Houston convention,
wrote me in June, advising me that
the result of this work on the mileage
question is being already materially felt
in North Carolina, in securing new ap-
plications for membership to the or-
ganization, and further states that it ought
to be commensurate with the work ac-
complished in Georgia in this respect than
anywhere else in the union.

I refer to these because it shows that
the present effort of this adjust-
ment is being felt all over the section
covered by the Southeastern Passenger
association, and the work was accom-
plished through the efforts of our own
officials in Georgia, having this particu-
lar work in hand.

Yours very truly,
J. H. ANDREWS,
Secretary Post R.
Atlanta, Ga., April 17, 1914.

PIPE IN SEALED PACKAGE NEW HIRSCHBERG NOVELTY

A new one has been added to the
list which has resulted in recent years
from the cry for things sanitary.
This is the pipe in a sealed package.
This line of pipe is being put out by
the Wolf Pipe Company, of Detroit.
The Hirschberg company, the Atlanta
blowing house, took the agency last
week for this section.
The idea is to have a display case
containing samples of various vari-
eties of pipes from which the customer
may select. He then receives a
sealed, galvanized window box a
foot long and six inches wide, in
which one else has fingered or mouth-
ed the pipe he receives.

Use The Mails
Telegraph or Telephone
Get Your Order to Us Now for

Terrell Heel Scrapes
Spring Tooth Cultivators
Noxist Distributors
Cotton Planters
Little Joe Harrows
Steel Shapes, Etc.

The Day We Get Your Order Is
The Day We Make the Shipment

Atlanta Agricultural Works
ATLANTA

We Manufacture Them Right Here--Home Industry

Try Us Out

LIFE ON THE ROAD



AVERY & SONS HAVING GOOD BUSINESS

Julius Feibelman, Manager,
Returns From Visit to
Factories

Julius Feibelman, manager of the
southern branch of R. P. Avery & Sons,
farm implement manufacturers, returned
last week from a visit to the fac-
tories at Louisville with a fund of op-
timism that should last him through
the year.
"Our Louisville factories are running
straight on through the spring months
this year instead of closing down for a
short time as is the usual practice in
this line of manufacture," said Mr.
Feibelman.
"Our Atlanta office territory has been
showing sales far ahead of last year,
and we are running behind in filling our
orders now. We expect to get back
into our building on Whitehall street
early in May with better facilities than
we had before the fire."

Rains by Carload And Delivery Auto New Stone Stunts

Rains in carload lots for a bakery is
not an everyday occurrence in Atlanta
or any other city.
This is the quantity in which the F. O.
Stone Baking company, cake bakers, are
ordering raisins for their Atlanta plant
after three months in this field. The car
first arrived last week. The contents
totalled nearly 40,000 pounds of
raisins.
Another evidence the concern points
to showing they are getting a grip on
trade in Atlanta is the addition of an
auto delivery wagon to their string of
delivery wagons. The auto will be used
between the bakery and the wagons in
the field for resupplying them.
The company states their sales from
the Atlanta plant showed a one-third
increase last month. The plant here is
only three months old but the concern
has been established for many years in
Cincinnati.
F. O. Stone, who has been giving his
attention mainly to the establishing of a
bakery at Cincinnati office.

HARRY I. MALSBY MADE HEAD OF MILL CO. BRANCH

American Saw Mill Machinery
Co. Moves Branch Here,
Supplies Six States

The American Saw Mill Machinery
company of Hackettstown, N. J., has
removed its southern branch from Bal-
timore to Atlanta and Harry I. Malsby,
the popular machinery man of this city,
has been made manager of the branch.
Mr. Malsby was recently district manager
in supplying the people of this section
with the company's high-grade products.

Grocers!

We call special attention to our excellent
shipping facilities--and invite out-of-
town dealers to write us for prices of

UNCLE SAM BREAD

Salvador-Mayer Baking Co.
Atlanta

CLOCKS ADDED TO LINE OF A. M. ROBINSON CO.

Famous Atlanta Wholesale
Firm Inaugurates New De-
partment to Business

The A. M. Robinson company have
added to their line ladies' and misses' clocks.
The first of the stock was received
last week and samples are being for-
warded the salesmen who will start pre-
senting them to the trade this week.
This is the first time in ten years
this concern has handled clocks. Ten
years ago they had a small line. The
new line is claimed to be complete and
of the latest styles and the company
expect to make some of the competitors
bustle for clock business this fall.

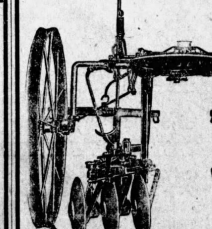
'KANT-SUK' WEANERS MAKE HIT WITH CATTLE OWNERS

Since the advertisements they have
been running in the Piring Line for the
past two or three weeks, E. D. Crane
& Co. have been having big sales of
'Kant-Suk' calf and cow weaners. The
customer said that he had put out all
his calves and turned the young
animals loose with their mothers in the
same pasture, thus saving him the cost
of a fence for setting apart a separate
pasture.

(Continued on next page.)

JOHN DEERE J. A. DISC CULTIVATOR

A Modern Disc
Cultivator



The Latest Disc Cultivator on the market. Among its
special advantages are: Automatic horse lift, easy rig ad-
justments, low pivotal point of gangs, Oscillating Scraper and Auto-
matic Seat Shift.
The J. A. may be converted into a Shovel Cultivator.
Write, John Deere Plow Co., Atlanta, Ga.

INDUSTRIAL BUILDING IS NEEDED HERE FOR SMALL MFG. FIRMS

W. H. Leahy Outlines the Ad-
vantages That Would Ac-
cruer to Atlanta From Posses-
sion of Such a Structure

RELATES SUCCESS OF BALTIMORE'S BUILDING

Would Permit Small Manu-
facturers to Get Cheap Rent,
Light, Power and Pleasant
Surroundings for Employees

BY W. H. LEAHY,
Secretary of Industrial Bureau of
Commerce

The industrial and statistical bureau
committee of the Atlanta chamber of
commerce have under consideration a
proposition to build an industrial build-
ing.

The construction has been based upon
the construction and successful opera-
tion of buildings of this class in other
cities successfully and the committee
has been favorably impressed with the
proposition.

I have been investigating the matter
particularly with reference to the con-
struction and operation of Baltimore's
big industrial building.

The city of Atlanta has a more varied
line of manufacturing industries than
any city in the south. A large number
of them are housed in different parts
of the city in buildings holding five or
six plants and a number are prospective.
In other words, the location of their
business in Atlanta.

It is with a view of economically hous-
ing the smaller manufacturing concern
in a building constructed especial-
ly for the purpose that the proposition
is being considered.

Modern buildings designed to house
smaller industries are an economic
feature of the city. The general obta-
ined working space at a reasonable
rental where modern and economical
manufacturing conditions were present.

A building of this kind offers cheap
rent, abundant light, absolute fire pro-
tection, low insurance rates, efficient
service and healthful surroundings for
employees.

It would provide every facility re-
quired for low cost production and the
small manufacturer enjoys every ad-
vantage in this regard that may be ob-
tained by the larger manufacturer,
placing him on a basis on which he can
successfully compete without the neces-
sity of large capital expenditure.

THE RATES FOR ELECTRICITY IN AT-
LANTA are the lowest of any city in the
larger cities in the south and the industrial
building by contracting for the power
would obtain wholesale rates by which
every tenant would benefit as each
would have his individual meter and
would be billed for the consumption of
current as shown by it at a rate lower
than the rate paid by the small manufac-
turer scattered throughout the city.

This would represent considerable saving to
the tenant.
Abundant light and air would be pro-
vided insuring illumination and venti-
lation to parts of the building.

It would be planned to use no wood in the
construction of the house. The entire
building would be equipped with sprink-
lers and water damage resulting from
fire or otherwise would be obviated by
graded floors and scupper openings. Be-
cause of all of these features the in-
surance companies, both factory, mutual
and the stock companies would accord
rates to tenants which are exceedingly
hard to secure under other conditions.

Every successful manufacturer ap-
preciates the advantages of sanitary
surroundings and the factory employ-
ment conditions are more efficient from the
fact that the worker is comfortable and not
only is the quality of the product im-
proved, but the quantity of the output
increased where a factory enjoys the
advantage of abundant light, air and
clean, healthful surroundings.

The building would provide for heavy
as well as light manufacturing, the
floors being so constructed as to carry
heavy loads.

First Traveling Man of Atlanta Tells of First Trip and Pioneer Days



WIDE TIRES RECOMMENDED FOR ROAD CONSERVATION

Wagon Manufacturers Notice
Great Increase in Demand
for Such Wheels

The increasing use of wide tire
wheels is the most striking tendency in
the wagon business, according to the
"Auto Hickory Wagon Manufacturing
company."

"Seventy per cent of the wagons we
market now are equipped with the wide
tired wheels," says H. B. Ferguson, sales
manager for this concern. "This is a
great increase over previous years."

"Many county officials throughout the
south have had this matter up for at-
tention and recommended to the farm-
ers the use of wide tired wheels for the
conservation of the roads. I think it
is only a question of time before the
state legislature will take up the ques-
tion."

"We are having a heavy demand for
the wide tired wheels to replace the nar-
row tired wheels on wagons already in
use. A wagon wheel with less than a
three-inch tire will be a rarity on
country road in the south within a few
years."

J. R. PICKENS TO WED
MISS VESTA KELLEY

Of interest to Atlanta travelers is the
announcement of the marriage to-
day of J. R. Pickens and Miss Vesta
Kelley at the home of the bride's pa-
rents, Mr. and Mrs. O. T. Kelley, at
Lithonia, Ga.

Mr. Pickens is a member of the
house force of the Ruxas-Malone com-
pany, was formerly with the "Ware-
Truitt" company, and is popular among
the many acquaintances he has made
Atlanta jobbing circles.

Atlanta, Ga., April 13, 1914.

There Were Few Railroads and
Banks--Travelers Were Col-
lectors and Often Had Large
Sums of Money With Them.
Spent Many Sleepless Hours
Guarding Cash Bags

Editor Piring Line:
I have read with great interest your
sketches of Atlanta's Pioneer Salesmen
one of which I have the honor to be, and
I am sure I made the first trip out of
Atlanta with samples to sell goods.
It was in the year 1857. My father
was running the Atlanta Flouring mill,
located on the grounds where the Ter-
minal station now stands. I was about
fifteen years of age. We had an accumu-
lation of stock and he sent me down
the "oat Point" road. I went as far as
Cusseta, Ala. on my maiden trip. I
did so well that I continued to travel
in the flour business from Atlanta until
1890.

In 1873 I began traveling for Bowie
& Choate, dealers in grain and flour.
After seven years with them Major
Bowie drew out and Mr. Louis Oho-
stin bought the Atlanta mill. I took
an interest with him. I would like to
say just here that Atlanta has not and
never had a more public-spirited and
devoted citizen than my old partner,
Louis Oholstin, who now operates the
Oholstin Flouring mill. I had computed
that there are many people in Atlanta and
in every portion of the state who re-
member the celebrated "Roll of Georgia"
flour that made Atlanta famous,
which was introduced and intro-
duced by us.

First when the old state road
passed into control of other lines, the
road was in the hands of the "Georgia
Atlantic and Gulf" and the flour was
put out of business as they could not
compete with points west of us that em-
ployed those privileges.

After three months after I went on
the road several other men were put
on, as I now remember John Powell by
Glen Wright & Carr, dealers in grain
and flour, Charles Hinkle by Kennesaw
mills; Tom Wood by Cox & Hill; H. L.
Arwater and Herman Rogers by Lewis
Wright & Carr; and J. B. Black Canyon
factory; Philip Harrison by Harralson
mills; and J. C. J. Richmond by
god's mill.

The above are the pioneers that
started the old route of business
that Atlanta is doing today. In the
early days there were very few railroads
and most of the traveling was
done by private conveyance,
through all kinds of weather and the
worst kind of roads. In very few
places we had accommodations,
often being obliged to get lodging in
private homes. I was very tired and
ability rested upon the pioneer sales-
men that had to do most of the
collecting and with but few banks in
the country we frequently carried large
sums of money until we could get to an
express office.

One recall time when I have had
from \$3,000 to \$4,000 in a small hotel
in the winter months. I would have
awake nights for fear of its being
stolen.

In December, 1881, the first central
brotherhood was organized in At-
lanta. They hold the old certificate of
membership and write it very highly
this "order" was of the same order
as our present-day United Commercial
Travelers. I was one of the first in
Atlanta, traveling for the E. E. Low-
my, who was one of the first in the
different states. My interests are identified
personally with Atlanta since
1857. I have no memory of the
one and feature of recalling the
old days on the road is not a single
one of my contemporaries are living.
I am glad to hear of it. J. R. PICKENS.

Atlanta, Ga., April 13, 1914.

WE BUY FOR NET CASH

SELL THE SAME WAY

We found out long since that it PAYS. It
pays us, pays the merchant, pays the consumer.
When you go into market with your hand on
your wad, you get the BEST of everything.
CASH gives you a preference. You get jobs
and specials and bargains. You get the closest
consideration.

We buy for cash--that's the way we sell.

That's why we are able to give you the very
best VALUES that you can buy from any
Wholesale Grocery concern in this community.

Let's talk with you this week--salesman,
visit, 'phone or letter.

McCORD-STEWART CO.

Importers, Coffee Roasters, Wholesale Grocers
Manufacturers of the famous "Farm Bell" lines
ATLANTA

THE FIRING LINE WITH THE COMMERCIAL TRAVELERS

JENKINS WRITES ON HUMAN KINDNESS

Tells How Fine Is This Quality, but How Rarely Found

Editor Firing Line: In company with a friend and one of the "modern reformers" looking up an opportunity to do good, said he: "How can humanity be served?"

"By getting down off the high horse and coming directly in contact with it," said I.

Just at that moment we met on Peachtree street, a man who had seen better days, who had lost out, that is had lost wealth, position and influence, no doubt some of it through this form of tyranny that I now speak of. How easy for you to get your consent to recognize the man in prosperous circumstances, but how hard it is to see the man who is lost or losing. Your eyes refuse to see. Should he speak, your ears refuse to hear.

We dropped in at the Savoy theater. The patron of last week to that theater will remember the picture "Magdalen" how the Christians threw stones and worked vengeance trying to get her, the only home she had. I admitted that picture because there was one praiser there, regardless of public opinion, who stood as Christ would have done by the woman.

In leaving, I said to my friend: "If the Bible is true, and your religion is good, you need repentance. You did not speak to the man we met because as you said he was not worthy of notice. The truth of it is, sinking people there a little notice, you need a little human kindness to bring them back to life and love. You would save a little, drowning man if you could, but you will not speak to one on the streets. The hypocrisy of it, such religion, is not sin deep."

The memory of it takes me back to the scene in "Faust" where poor Marguerite, without one chance to save a thousand against the wiles of Mephisto, succumb as we all know she would. The sympathy of all the good, the good and vice leaguers seated around in front of the stage, and in the boxes, who would not have one human thought for the fall of a poor Marguerite in real life, more than to run her away from home, as some have done, out into the streets and brand her as an agent of the devil, yet all around sobbing, wiping wet eyes when Marguerite the stage goes down, then leave the theater, pass on the streets the real Marguerite who needs sympathy, with scorn, eyes, nose and head turned windward without even a side glance unless it be one of hate and revenge—the revenge. I say: "We will not know you because society does not know you."

What a strange conception of Christ, then standards that are less before the gods, the gods of the marketplace, standards of spectacular meaningless play. If that article religion was done away with and the warm heart of human love substituted, life could and would pull forward and the whole class as friends stop pulling backwards. If the sympathy displayed in the drama could be brought into every-

With 'Reveron of Atlanta'



A. F. REVSON, energetic young assistant manager of the bottlers and dairymen's supply business of Frank Revson. The concern is so far showing nearly a 50 per cent increase for this year over 1913. The business is the only one of the kind between Louisville and New Orleans.

GEORGE R. WALKER NOW WITH HUGULEY OIL CO.

George R. Walker, of Gainesville, Ga., will begin Monday with the Huguley Oil company, and will cover northeast Georgia and a portion of South Carolina. He is thoroughly familiar with this territory and will prove a valuable man to his new firm.

day use on the real stage of life what a happy and glorious thing it would be. But these are sensational days, days in which others must be made good, but you will not be good enough yourself to speak even to one of these lone sufferers. Who can have confidence in a pump, show, bluff and bluster? Big church, big show, big people, big everything. No wonder Tom Moore cried out in one of his poems, "There is nothing true but heaven."

God can never put a soul in hell that he ever loved. That within everybody well, nor say one that thinks everybody is wrong but himself, and a certain other new, Man's work matters not how popular, is not always right, and man's work though unpopular is not always wrong. We have no right to punish crime and do our duty towards citizens of this city by unity, to righteousness, to truth, to brotherly love, and to God.

Yours truly,
W. M. JENKINS.

Atlanta, Ga., April 15, 1914.

CIGARETTE SALES HAD BIG INCREASE 1913

This Department of Tobacco Trade Was Most Active, Little Cigars Decline

A greater increase in the sales of cigarettes was registered in 1913 than in any other branch of the tobacco business, according to the figures showing the total cigar and tobacco business of the United States.

Compared to the trade in these articles in the internal revenue stamps, the 1913 business showed up as follows: Cigarettes, increase of 19 per cent; cigars, increase of 4 per cent; pipe smoking and chewing tobacco, increase of 1 per cent; snuff, increase of 3 per cent; Little cigars, decrease of 9 per cent.

Next to the remarkable jump in the sales of cigarettes, the loss of popularity of little cigars is the most marked feature shown by the government figures. Snuff showing three times the increase shown by smoking and chewing tobacco is another interesting comparison.

That the southern states have certainly taken their share of the increased consumption of smokeables, etc., is attested by the comparative figures of the Capital City Tobacco company, one of the leading jobbing houses. This house had an increase in 1913 over 1912 in total business of almost an even 33 per cent.

INDUSTRIAL BUILDING IS NEEDED HERE FOR SMALL MFG. FIRMS

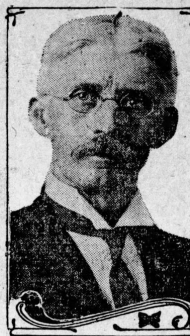
(Continued from preceding page.)

a sufficient load for every work. Vibration, odors and smoke would be prevented. Tenants would pay only for the space needed. Every facility for all kinds of manufacturing would be provided which should be installed in a building of this character.

The plan has been worked out very successfully in the city of Baltimore. The success of the project, its manifest advantages to tenants and the facilities offered, resulting in attracting immediate manufacturing to the building. In a year's time the entire space of Baltimore's building, 117,788 square feet, was rented. The directors having met with this favorable result in the working out of a project new to Baltimore, the tenants having expressed themselves as satisfied with their locations and the facilities offered by the industrial building, several having made known their desire to increase the space leased, the attention of the board was directed to the erection of an additional unit upon a lot adjoining the ground owned by the company. It was decided to build the additional unit and it is now in course of construction.

The many advantages of such an institution as outlined to the city of Atlanta, the Chamber of Commerce is receiving careful consideration at the hands of the industrial committee and it is probable that a plan will be worked out and presented at an early date.

Heads Travelers' Com. Of Commerce Chamber



J. H. ANDREWS, who tells of the plans of his committee.

CHAIRMAN ANDREWS TELLS OF NEW COMMITTEE WORK

Explains How Chamber of Commerce Wishes to Co-operate With Travelers

Editor Firing Line: Replying to your inquiry as to what the committee appointed by the Chamber of Commerce, and the traveling men, to build up closer and more effective co-operation between the Chamber of Commerce and the traveling men of Georgia, I beg to say that the work of this committee is present in a tentative state, the Chamber of Commerce not having quite completed their plans for the successful consummation of the highest possible results that can be obtained thru as channel of this sort.

Permit me to say, however, that an arrangement of this sort has been under consideration for more than a year, and I have every reason to believe that we are going to get ideal results when this committee is thoroughly in working order.

This however would be only the natural expectation when it is known that the Chamber of Commerce is organized and maintained for the purpose of building up the commercial and manufacturing interests of this city. In this section in particular, and the funds they accumulate from dues and other sources are used for this purpose only, and in as much as it is the greatest agencies in the city for the promotion of the public sentiment, it is the easiest and most economical plan that could be devised to secure their close cooperation with the Chamber of Commerce in order that every line of business and every interest in the entire city may get the benefit in the effects of the combined strength of these two elements that are probably looked upon as the source from which new life, energy and thought may be infused into what might otherwise be dormant in our section.

With these general ideas as a suggestion, knowing the traveling men as I do from long association, I am naturally optimistic as to the fruitful results from the work along these lines.

Yours very truly,
J. H. ANDREWS.
J. H. A.
Atlanta, Ga., April 17, 1914.

Jenkins Re-Elected Press Chairman of Post B., T. P. A.

W. M. Jenkins has been re-elected chairman of the press committee of Post B., T. P. A. In appointing him to his re-election J. H. Andrews, secretary of Post B., wrote: "You have been selected for this office because of your fitness to fill same with credit to yourself and benefit to the post."

Mr. Jenkins is also chairman of the press committee of the state division. His interesting letters are a weekly feature of the Firing Line.

Alcohol Blamed for Tuberculosis

PARIS—An official report on tuberculosis has just been published by Amnrolas Rendu. He notes the death from the disease in 1910 of 16,000 persons, or 217 per 100,000 of the inhabitants.

These deaths were mostly among young men. A curious fact is that the disease tends to diminish in Paris and increase in the suburbs. This is explained by the absence in the suburbs of establishments to fight it. In a discussion of the report in the municipal council, alcohol was cited as the cause of the spread of the disease. The council adopted a resolution advocating a tax on pure alcohol to help pay the cost of dispensaries and sanatoriums.

W. G. MOORE CONTINUES DISCUSSION OF 'KNOCKERS'

Tells of the "Ego Knocker" and All His Puffed Up Pride

Editor Firing Line: Several weeks ago I discussed the knocker in a general way but not in a manner which was decided to clarify them. I promised to discuss the "Ego Knocker" this time. It occurs to me that it would be very proper to illustrate in some degree at least—of course not that you to illustrate that you have a certain picture before you while I discuss this marvelous character, that you may appreciate more fully with what admiration the Knocker or Kicker is held by all with whom he is associated.

Now just before we use the illustration, it might be well to say that it is probable we will have to apologize to the illustration but positively not to the "Ego." I will use one of my friends' ideas of the Knocker for an illustration. He said the disposition and appreciation of the Ego could be more truthfully illustrated as the maddest and most evil brute of the decaying of the Judas Iscariot and hang himself.

Some people, however, if he is not asked to join with the people for progress, for betterment of general conditions, that would not only benefit a great majority of our people, but would be a great benefit to himself. However, it would be a wise prediction that if he would at any time concede himself to be the only mortal with any brain and honesty and natural intelligence anybody else or anyone in any way prompted by the desire for graft, and of course of course, concede himself to do anything but to knock everything in creation.

Isn't it a pity that there should be such a sharp of a high class man, surrounded with excellent environment and then be devoid of any charity? Patience is his only virtue. However, such is the way of the "Ego Knocker." Certainly it must be amusing to so many good people to know that this class of men are so much more than created all things that are good and for himself alone. Don't you suppose that those philanthropists, heroes and all those who have made unlimited sacrifice for the progress and betterment of us all would say to the "Ego," "God pity you!"

This age is very fortunate not to have any larger number of these fellows who do not doubt that the masses and readers of the Firing Line have at last learned that the "Ego Knocker" but I hope they will be gone very soon and to follow good with, though impossible to come to pass.

A great writer was discussing the ways of the "Ego Knocker" and somewhere here on earth, namely, the human kingdom, just as the tiger of the field which only looks out for self and away with everything but self-interest—nothing more and nothing less, which is the life of the "Ego Knocker" was represented in the evolution of the human character, getting of great pleasure by giving others pleasure and the working for the eleven and the twelve of mankind. We all can comprehend the logic in his illustration of the "Ego Knocker" the human and animal kingdom and the definition of the great writer mentioned, the classifying of the "Ego Knocker" at the beginning of this article is absolutely justified.

With these general ideas as a suggestion, knowing the traveling men as I do from long association, I am naturally optimistic as to the fruitful results from the work along these lines.

Yours very truly,
W. G. MOORE.
W. G. M.
Atlanta, Ga., April 17, 1914.

Some Prisoners
I've talked with high-class prisoners, And low-browed burglars, who Have talked with banker prisoners. And know just how they do.

I've sympathized with murderers. Because their plight is sad. They're shunned by all good people And know as all that's had.

But there's one kind of prisoner Of whom we often hear. Whose plight is something awful. The worst of all, I fear.

And that's the Traveling Salesman Though full of fun he's found. His prison is a Sunday In some Jay, Jirk-Water town.

Death Duel Protest
BRIEF—The question of dueling in the army was recently raised in the Senate on a question with regard to the duel between Lieutenant Haage and Von Lavette St. George, which ended fatally for the former officer, whose wife Lieutenant Lavette is also a member of the Senate. The minister of war held it would be a mistake to seek for a remedy in a special prohibition of dueling in the army. There was already no compulsion to fight.

Hosiery for Men
EVERY dealer in Georgia should sell Radium Half Hose, because they always give perfect satisfaction. We are CLOSE TO YOU where you can get prompt and satisfactory service.

MARIETTA KNITTING CO., Marietta, Ga.

GREX RUGS AND CARPETS. Stenciled, Woven and China MATTING AND LATTING RUGS. Refrigerators and Collapsible G-Carts. Air specialties for Spring.

ROSENFELD COMPANY
106-108 MADISON AVE. ATLANTA.

BUSTER BROWN and MILK MAID

The Bread Your Customers Are Asking For

Perfectly baked of finest materials—in Sanitary Plant—Delicious—Nutritious—Satisfying. Let us have your orders.

Atlanta Baking Co.
"The Never Close Bakery"

SPRING IS HERE IT'S A MAGIC WORD WITH US

It means activity in our shipping department, just as it means activity behind your soda fountains. A large stock of our fruits, syrups, extracts and miscellaneous supplies is in Atlanta.

The Liquid Carbonic Company
ATLANTA

When writing say Firing Line.

Fruit Jars

We Are NOW Booking Orders For Fruit Jars. Let Us Have Yours
FAN & STAMPS

WE BELIEVE

We are expert in our line; you will never know until you try us.

CAPITAL CITY TOBACCO CO.
Importers and Jobbers
176-178 Marietta St. Atlanta, Ga.

Jams, Jellies, Preserves

Highest quality pure food products, made only of the choicest materials in our modern sanitary plant. See our salesmen or write us for quotations.

Jones Bros. & Co. Atlanta, Ga.

McClure Ten Cent Co. Wholesale

43 to 49 S. Broad St., Atlanta

Write for New Catalog

The South's Leading Wholesale House, Carrying a Varied Line of Merchandise to Retail at 5c, 10c, 25c, 50c and \$1.00

DRUGGISTS AND GROCERS

Are Sending Us Repeat Orders for BROWER'S COUGH DROPS

Brower Candy Company, Atlanta

BAYLIS OFFICE EQUIPMENT CO.

OFFICE FURNITURE AND COMMERCIAL STATIONERY

No. 1 S. Broad St. Phone M. 241

Grocers--

Watch Your Stock of JAMS, JELLIES and PICKLES. Our line fills every requirement.

Dixie Pickle & Preserving Co. ATLANTA

Gholstin Mattresses and Spring Beds Guaranteed the Best Possible to Produce. Gholstin-Cunningham Spring Bed Co. Manufacturers. Atlanta, Ga.

Coats and Cloaks

We have just put in the finest and most complete stock of ladies', misses' and infants' cloaks and coats in the entire South. This stock is absolutely new and clean and strictly up to the minute.

We intend that this new department of our business shall be absolutely first class and complete in every particular. Each garment we show is especially designed and built to meet southern conditions.

Our salesmen are now out on the road with this complete line, but be sure that you see our stock before buying your season's bill. If necessary, wire for a salesman to call with samples.

A. M. ROBINSON & CO.

Atlanta, Georgia

ON THE FIRM LINE WITH THE COMMERCIAL TRAVELERS

R. W.-W. CO.'S MAIL
ORDER TRADE INCREASES

Firm Conducts Campaign to Show Value of Frequent Mail Orders

A campaign to increase their mail order business is being made by the Ridley-Williamson-Wyatt company, the Atlanta dry goods and notions jobbers.

"Our mail order business is already increasing faster than any part of our business," said P. D. Yates, vice president of the company, who has been writing the house's customers urging them to consider the advantages of frequent mail orders.

"The most successful merchants all have this common trait of making frequent mail orders for fill-in stock to keep their stock up to the minute and are trying to impress the value of such buying on all our customers. Because anything that helps toward their success helps cure are asking the merchants to think along this line and make frequent mail orders a regular policy. It doesn't mean more business for us in the long run but it is a good habit for us all."

Atlanta Baking Co.
Enjoys Large Mail
Order Business

The mail order business of the Atlanta Baking Company, "The Never Fails Bakery," has attracted more recently than mail the heads of this progressive company since the smile of satisfaction.

Recently the company has been putting out trial orders to its customers. Responses began to pour in immediately, the volume of which shows steady increase day by day.

HORSEBACK RIDING
REGAINING POPULARITY

Harness Firm Has Big Demand for Saddles, but Not Side-Saddles

Horseback riding must be regarded as one of the lost popularities of this country. The Golden Harness factory in Atlanta.

"Twenty-five more saddles sold locally during the last sixty days than for any two months during the last year is the record of this concern that indicates the return of the horse to favor for riding. If the auto has not been displaced by the limbo."

"The Texas type of saddle is the one in demand," says Mr. Golden. "We are getting very few of the English type saddle that was formerly in demand by these high-walled Texas or cowboy kind."

Other styles the western motion picture have had something to do with this demand though it is partly due to the fact that I believe this is the best type of saddle and therefore paid well."

The experience of this firm on side saddles indicates they are gone for good. They haven't sold one in many months.

IF---
(Splitting it "Fifty and Fifty" with Rudy Kipling.)

The following poem was furnished the Firing Line by H. C. McCord, Jr., of the McCord-Stewart company, appeared in a recent bulletin of the Rotary Club of Atlanta. It is by George Lockhart Davis and presents the creed of persistence which every salesman will appreciate. It follows:

If you can Sense a Sale
When All about you
Are Quitting Cold,
and say It Can't be Done—
If you can Land Big Order
Or getting Hard Turn-down
Can keep the Same Expression
For the two;

If you are Mad, and yet
Can Smile withal
Rejoice with Lucky Guy
Without a sigh;
Or standing Pat you
Will not Cut a price,
But close your Kit and
Never bat an eye;

If you can Lose and
Never talk Postmortem,
Or "Writing In" leave
Weather reports Alone;
Or Selling Big don't howl
Out what You've done—
Believe me, then, you'll
Be a Real Live Salesman,
and what is More
You'll be the Boss, some day, My Son!

SKETCHES OF ATLANTA'S
PIONEER CITY SALESMEN
NO. 5—C. H. BURGE.

Full of Electric Fire and Energy, This Pioneer Makes Happen Like a Youngster, Relates Amusing Incident in the Life of His Friend, Jim Rankin

One of the veterans among the city salesman Atlanta is C. H. Burge, who has now been with the McCord-Stewart company for many years, and whose name seems to be indelibly connected with the city coffee, which is one of the pioneers, perhaps there is no young salesman on Atlanta streets who is more chock full of energy and electric fire than Mr. Burge. Not only is he a first rank salesman, but he is a first rank raconteur, and in which he has been engaged for nearly thirty years. He is president of the Atlanta city salesmen's association. He was born in LaGrange, Ga., coming to Atlanta in June, 1882. He began his career as a city salesman in 1888 and has therefore been working the city trade for twenty-six years.

"I began selling groceries," said Mr. Burge, "the business has been revolutionized since I began. Many goods that are now on the market and were not known. Such, for instance, as canned hominy, package crackers, cooking oil, grape juice, self-heating flour, and many more were much lower on all articles of food. For example, common bottled milk sold then for 10 cents per peck, and now it sells for 10 cents per bushel."

"Just to give you some idea of the growth of Atlanta since I came here, I will call attention to the fact that one man could then work the entire city trade, whereas now it takes from four to six men."

"City trade was a small factor in Atlanta when I began working the city trade, and it is now one of the most important elements in the upbuilding and progress of Atlanta. Every city drummer rode horseback in the days of pioneer work."

"Since I began drumming the city trade thousands of other drummers have dropped out of the game. I can show that the average salesmanship life of a drummer is about eight and a half years. I know of one, Will Mills, Will McLaughlin, Jim Reeves, John Baker, Bartow Morgan and myself have to keep in line to help sustain the average."

"By the way, I want to tell a good story to you, my friend, Jim Rankin, about when he first came to Atlanta. This is too good to keep to myself. Frank McCaughy, of the firm of C. A. Tappin & Co., on Highland avenue, was a witness to this. When Jim first landed in Atlanta from a little town in Tennessee, Frank met him at the then temporary passenger station of the old E. V. & G. railroad, near the Broad street bridge. I will give you Frank's words:

"I was jumped off the train with a grip that would hold about four biscuits and a couple of apples. It was dressed in a short, bottled coat. About the time that Jim hit the ground a fire engine ran on his head. Jim bent and I had to catch Jim to keep him from running away. He was so frightened, I led him up to a street car and put him in. Jim has never forgotten this."

"I had to tell this on Jim, for it is too good to keep to myself."

"Unlike many of the pioneer salesmen who have been writing in the Firing Line, I do not find it any harder now to sell goods than I did twenty-five years ago. The principle of right is the same and still prevails. Men want to get rich quick and have never made a success by his questionable means to make a sale, and never will."

CULVERT PIPE SALESMEN
MEET AT WAYCROSS

There was some lively doing at Waycross, Ga., on March 10, when the matter of purchasing metal culvert pipe came before the board of county commissioners.

Twelve firms manufacturing pipe were represented, and the bidding was made on the basis of the lowest price. Representatives of the different concerns were on the ground, making one of the largest gatherings of salesmen selling culvert pipe ever held in the South. R. H. Cunningham of Mobile, Ala., representing the New Orleans Metal and Roofing works.

EABLE STAMP WORKS
MULTIGRAPHING CO.
203-204 AUSTELL BLDG., Street Floor
In Corridor—No Climbing of Stairs—No Elevator Necessary
PHONE MAIN 1158

LETTERS MULTIGRAPHED
Filled in to Match
Envelopes Addressed
We Manufacture Rubber Stamps
Seals—Stencils



C. H. BURGE.

LADIES' CLOAKS TO BE
CHEAPER NEXT FALL

Will Be Shorter and Designs Plainer—Jobbers Discuss Tendency of Trade

An early advance tip on styles in ladies' cloaks for next fall that might be more welcome to the public than to the dealer is that the prices on this article will range 10 to 25 per cent cheaper than last year.

This will be due partly to the fact that the new style cloaks are shorter, and partly to their plain design. The average length of the new styles in material only the forty-eight inches instead of the average fifty-eight inches of last year.

The selling agents of the dry goods manufacturing interests are getting a far better trade this season than they got to that from other sections of the country, compared to other sections of the country. This is due to the fact that the new line recently purchased by F. D. Yates, vice president and buyer.

SOUTH SHOWS GREATEST
DRY GOODS ACTIVITY

Big Mills Looking to This Section for Business More Than Ever

The south seems to have the liveliest section of the country this year with the dry goods trade.

The selling agents of the dry goods manufacturing interests are getting a far better trade this season than they got to that from other sections of the country, compared to other sections of the country. This is due to the fact that the new line recently purchased by F. D. Yates, vice president and buyer.

"I find the big mills are looking to the south for trade more than ever before," said Mr. Rankin. "This year they have had a particularly good demand from this section, but that is only the tendency that the trade has shown nearly every year during recent years because of the south's rapid development."

John Silvey & Co. have bought heavily for next season. One of their heavy lines is a broadcloth which are expected to be unusually popular.

lended the order for his firms were a hat, a pair of shoes and a pair of socks. The firm of Works and Manufacturing company of Dalton, Ohio, by J. C. Lidge; Good Roads Machinery company, by W. B. Brooks; Salisbury Metal works, by H. C. Tuglies; Florida Metal Products company, by J. W. Sargent and R. A. Cunningham; Harry Brooks Metal Products company, by J. A. Bell; Finley Brick company, by J. A. Porter.

EABLE STAMP WORKS
MULTIGRAPHING CO.
203-204 AUSTELL BLDG., Street Floor
In Corridor—No Climbing of Stairs—No Elevator Necessary
PHONE MAIN 1158

LETTERS MULTIGRAPHED
Filled in to Match
Envelopes Addressed
We Manufacture Rubber Stamps
Seals—Stencils

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ROSENFELD CO. TELLS OF
INGRAIN CARPET TRADE

Receives Many Inquiries Through Dealers—Tells Also of Brussels and Velvets

Editor Firing Line: Referring to the "Firing Line" of your issue of April 12 taking interest in our numerous inquiries concerning Ingrain carpeting, we wish to state there are several matters which we do not think are very clearly brought to the attention of the trade, and which we desire corrected.

You state as follows: "Many of the sales of this class of goods are to churches and other institutions, with only occasional calls from private individuals." This is confusing, for the fact is that the merchants of the south to believe we are selling to the churches and individuals direct. This is not the case, but these inquiries come through merchants, who either send a representative of the church committee to us for the selection of the carpet and which is to be charged to the particular merchant's account, or the request comes from the merchant to send samples of ingrain carpet in patterns suitable for church use, as we have all styles of patterns, and we can send samples to any merchant requiring same.

We wish to state not only are we prepared to supply the demand for ingrain carpeting, but we also have Brussels and velvets and other grades of carpeting which may be required and can give orders for cut quantities, large or small, at our best attention.

"Thanking you in advance for giving these letters space, we are glad to say that the merchants may be set right as to the above facts."

ROSENFELD CO.
April 16, 1914.

RICE & HUTCHINS HAD
BIG EASTER TRADE

All Salesmen Now Out on the Road Looking After Fill-In Business

"All our expectations for the Easter trade were far exceeded," said E. G. Thomas, of the Rice & Hutchins Atlanta company, manufacturers and wholesalers of shoes. "A good way to express our surprise is to say that it could not have been better."

"The Easter trade has been one of the week preceding Easter looked like a cyclone had struck it. Fresh supplies have already arrived, and we are in the position of taking care of all the orders which our buyers are collecting."

"Our entire force was on the road last week, looking after the fill-in business, and from all reports, stocks throughout the territory covered by our men are pretty light and will need a great deal of replenishing."

"Reports from many towns show that the Easter trade has been a great one."

E. D. CRANE DISCUSSES
GOOD ADVERTISING

In commenting on a reminiscence of his recently published in the Firing Line about seeing a number of years ago a lengthy inscription on a tombstone in Cheraw, S. C., with no name attached, E. D. Crane, of E. D. Crane & Co., is of the opinion that that policy would not do in advertising, especially present-day advertising.

"People are so busy these days they wouldn't have time to look up the source of an advertisement without any name attached to it," said Mr. Crane.

"Modern advertising must have immediate pulling power, must make the name of the firm prominent and keep it constantly before the public. The firm will soon forget the existence of the firm."

The
S. P. Richards
Company
Established 1848
Wholesale
Paper, Stationery,
Drug Sundries
90-92-94 Central Ave.
Atlanta, Ga.THE HIRSBERG CO.
QUALITY
CELEBRATED
GLENDALE
PAPER
FOUND HERE

Stationery and Drug Sundries
10-12-14 WELDON ST.
ATLANTA

A Free Trip
to Atlanta is
available to the
merchant who
buys an adequate
bill from the
members of the
Merchants' Association.

Write to
H. T. MOORE, Secretary
Rhodes Building Atlanta

Here Is a True Story of Quality
One of Georgia's Leading Merchants
Develops a Phenomenal Business
Through Quality Goods
READS LIKE A FAIRY TALE
BUT IT'S ALL TRUE

THE BEGINNING:
(Please note he had to be coaxed—but he knew what quality would do.)

MAISON TEA & COFFEE COMPANY
Quality Teas, Coffee and Spices. Meadow Cream Butter
Fancy and Staple Groceries

Macon, Ga., Jan. 15, 1914.

The F. O. Stone Baking Co., Atlanta, Ga.
Gentlemen: Your letter of the 14th is at hand. We would not entertain the proposition contained therein until we had an opportunity of seeing the size, style and quality of the cakes mentioned.

When you begin baking you might send us a sample of each kind of cake and we would be in better position to give the matter consideration. The margin of profit on bakery products is very small and unless it is possible for us to handle sufficient to make it worth while for us to give them any space in our store, we would not care to touch them. After we see samples, we will gladly give you a definite reply.

Very truly yours,
MAISON TEA & COFFEE CO.
By H. W. Elkins.

In Letter No. 2 he recognizes the quality and places an order—but still cautious.

MAISON TEA & COFFEE COMPANY
Quality Teas, Coffee and Spices. Meadow Cream Butter
Fancy and Staple Groceries

Macon, Ga., Jan. 26, 1914.

The F. O. Stone Baking Co., Atlanta, Ga.
Gentlemen: Your letter of the 24th is at hand. The box of cakes was also received on Friday, and as far as we can judge are satisfactory in every way.

We believe that to begin with that we could handle about 40 to 50 cakes daily, and you may ship us accordingly the balance of this week. We will give them a trial and will advise you on next Saturday relative to making shipments for next week.

Yours truly,
MAISON TEA & COFFEE CO.
By H. W. Elkins.

In Letter No. 3 the qualities of our goods begin to speak for themselves.

MAISON TEA & COFFEE COMPANY
Quality Teas, Coffee and Spices. Meadow Cream Butter
Fancy and Staple Groceries

Macon, Ga., Feb. 11, 1914.

The F. O. Stone Baking Co., Atlanta, Ga.
Gentlemen: Please increase our standing order to about 180 cakes daily, until further advised. Make shipment Friday afternoon about 400 cakes.

Yours truly,
MAISON TEA & COFFEE CO.
By H. W. Elkins.

Letter No. 4 shows what real quality will do. January 26 he expected to sell 300 cakes per week.

MAISON TEA & COFFEE COMPANY
Quality Teas, Coffee and Spices. Meadow Cream Butter
Fancy and Staple Groceries

Macon, Ga., March 27, 1914.

The F. O. Stone Baking Co., Atlanta, Ga.
Gentlemen: Please increase our standing order for cakes to 210 each day, and on Fridays ship 1,000 cakes. The latter, of course, is intended to be shipped Friday nights for Saturday's business.

In about three weeks we will open up the largest and best tea and coffee store in Georgia and will not doubt be able to increase the daily sales of your cakes considerably when our new store is completed. We have been fortunate enough to get most of the desirable business of Macon in our line coming our way, and the quality of your cakes pleases the clientele of this store very much. This may be considered as a strong recommendation of Stone's Cakes.

Yours very truly,
MAISON TEA & COFFEE CO.
By H. W. Elkins.

Stone's Cakes are shipped direct to but one dealer in each town.

The F. O. Stone Baking Co.
57 Highland Ave., Atlanta, Ga.

See Our Ladies' and children's cloaks, sweaters, gloves, underwear and ready-to-wear. The cream of all the best manufacturers is represented. Styles and prices guaranteed. Salesmen will call soon. Wholesale Dry Goods And Notions